LIFE

BEGINNING, A STUNNING 'LIFE' SERIES

MAN'S NEW WORLD

PART I: TECHNICAL TRIUMPHS TO SHAPE DAILY LIVES





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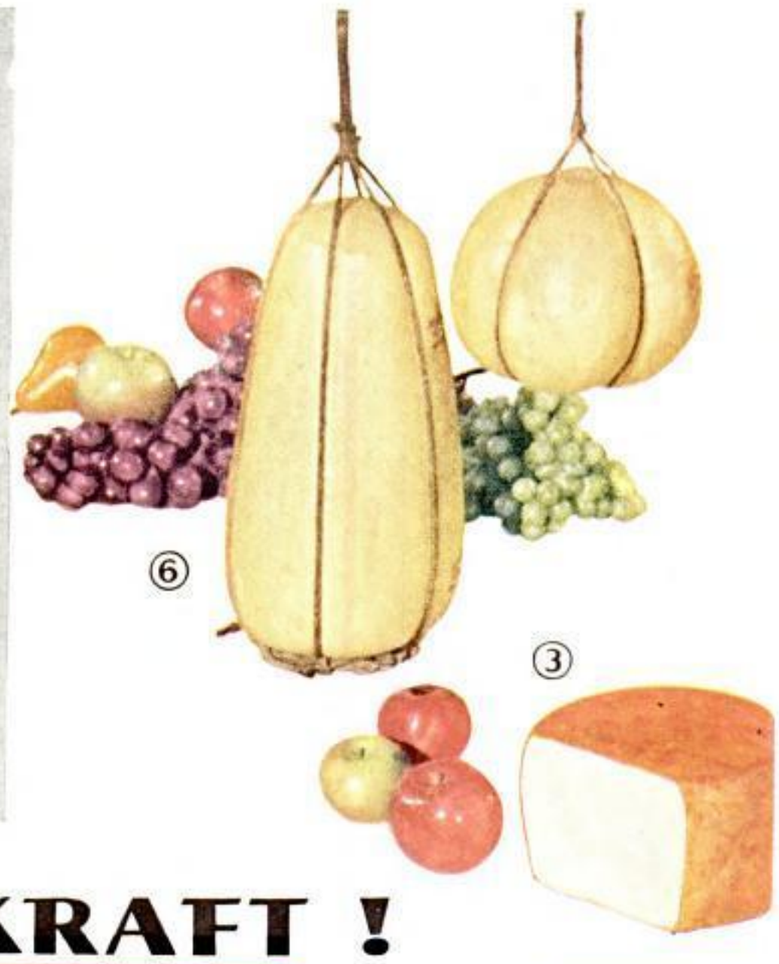
OCTOBER 7, 1957 25 CENTS



① *Swiss.* This is truly fine natural Swiss that Kraft brings you with the real fresh-cut goodness sealed in every morsel. It's just one of many of Kraft's "good time eatin' cheeses" that are natural companions of crusty bread, crackers and beverages.

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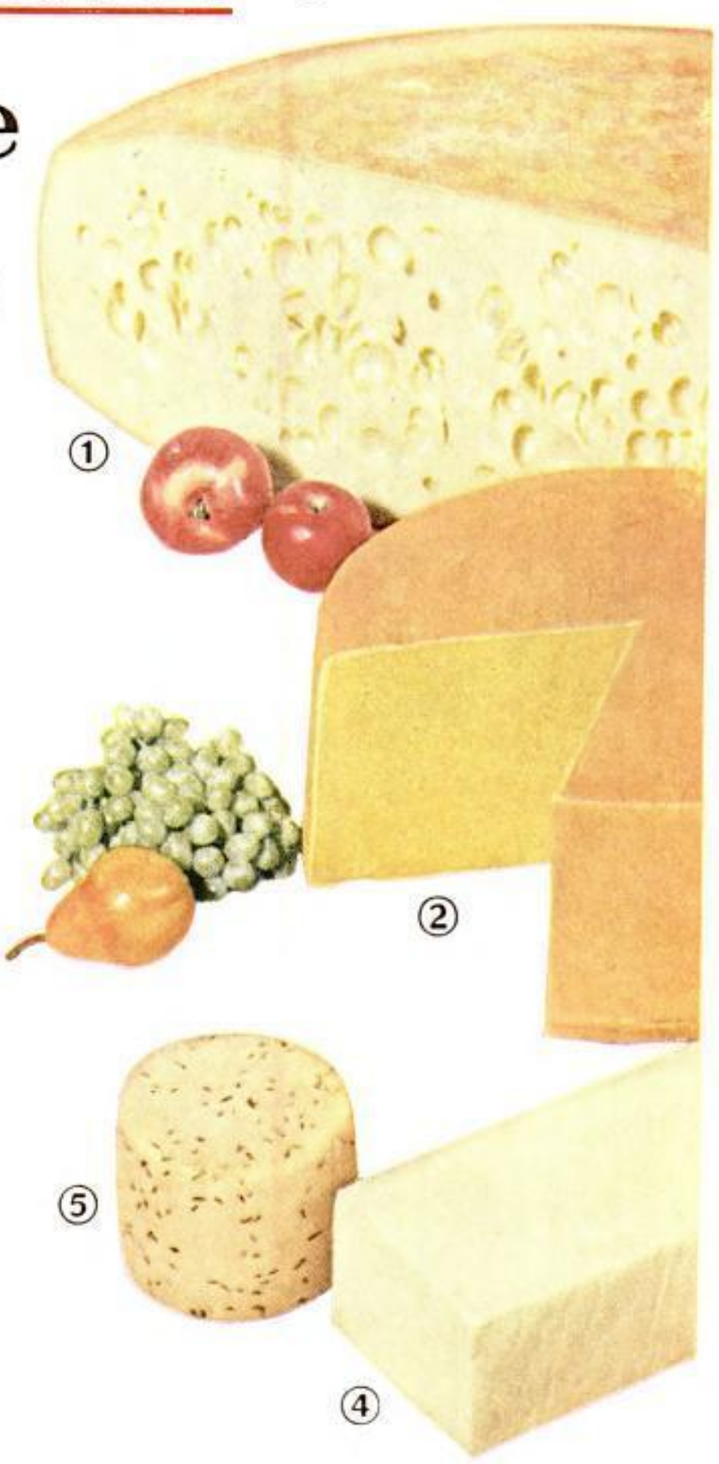
all these favorite natural cheeses

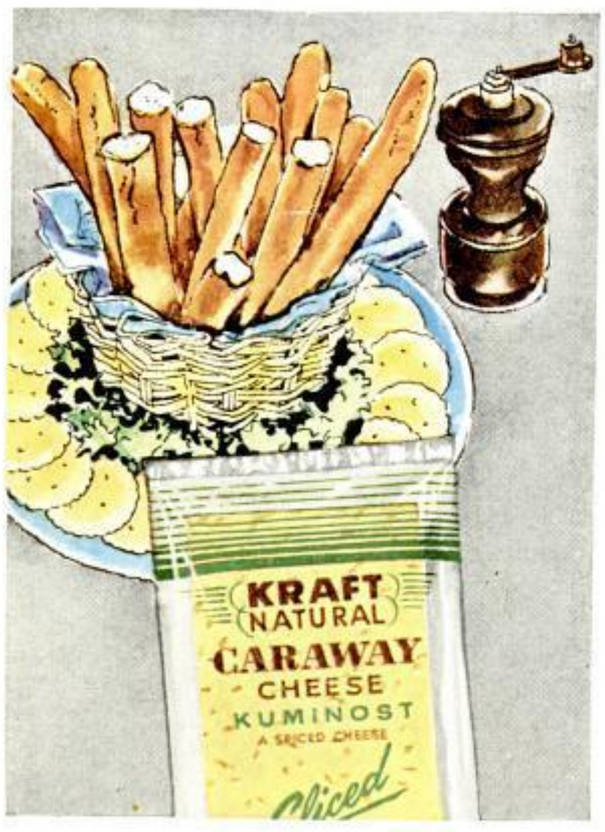


③ *Muenster.* Another cheese that belongs at your family's fun gatherings. Kraft Natural Muenster is a German-type cheese, traditionally served with dark bread and beverages. Kraft seals the slices to keep every morsel tender with fresh-cut flavor.

④ *Brick.* No rind and no drying out when you buy your natural cheeses sliced and sealed by Kraft! Taste the mellow cured goodness of Kraft Natural Brick in a dark bread 'n' mustard sandwich, along with a favorite beverage.







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Vol. 43, No. 15

LIFE

REG. U.S. PAT. OFF.

October 7, 1957

History was made that week 37

Eleven pages of photographs record the historic week in Little Rock where the governor's veiled support of violence forced the President to send the Army.



ARMY IN LITTLE ROCK

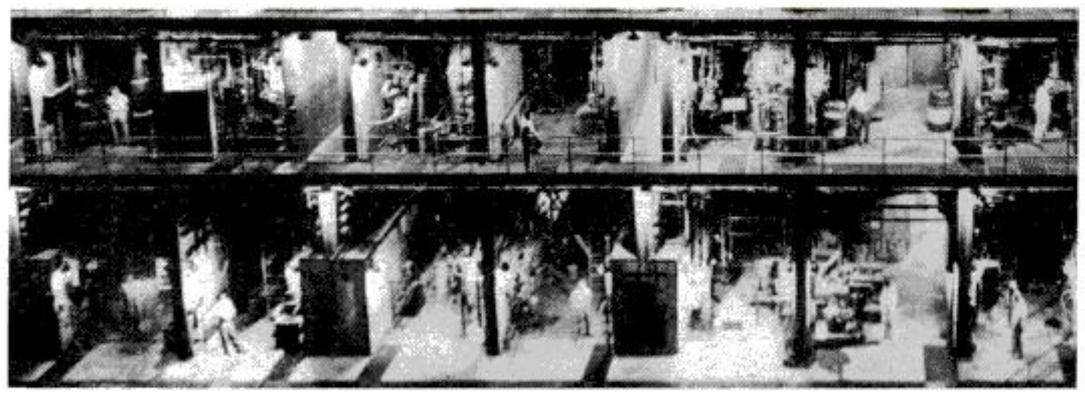
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CRIMINAL TO BE

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UNION CARBIDE PILOT PLANT FOR TESTING NEW PRODUCTS

In giant strides, making commonplace today what was miraculous yesterday, science is reshaping our lives. Starting a new series, "Man's New World," LIFE shows people creating this world and materials and methods they use.

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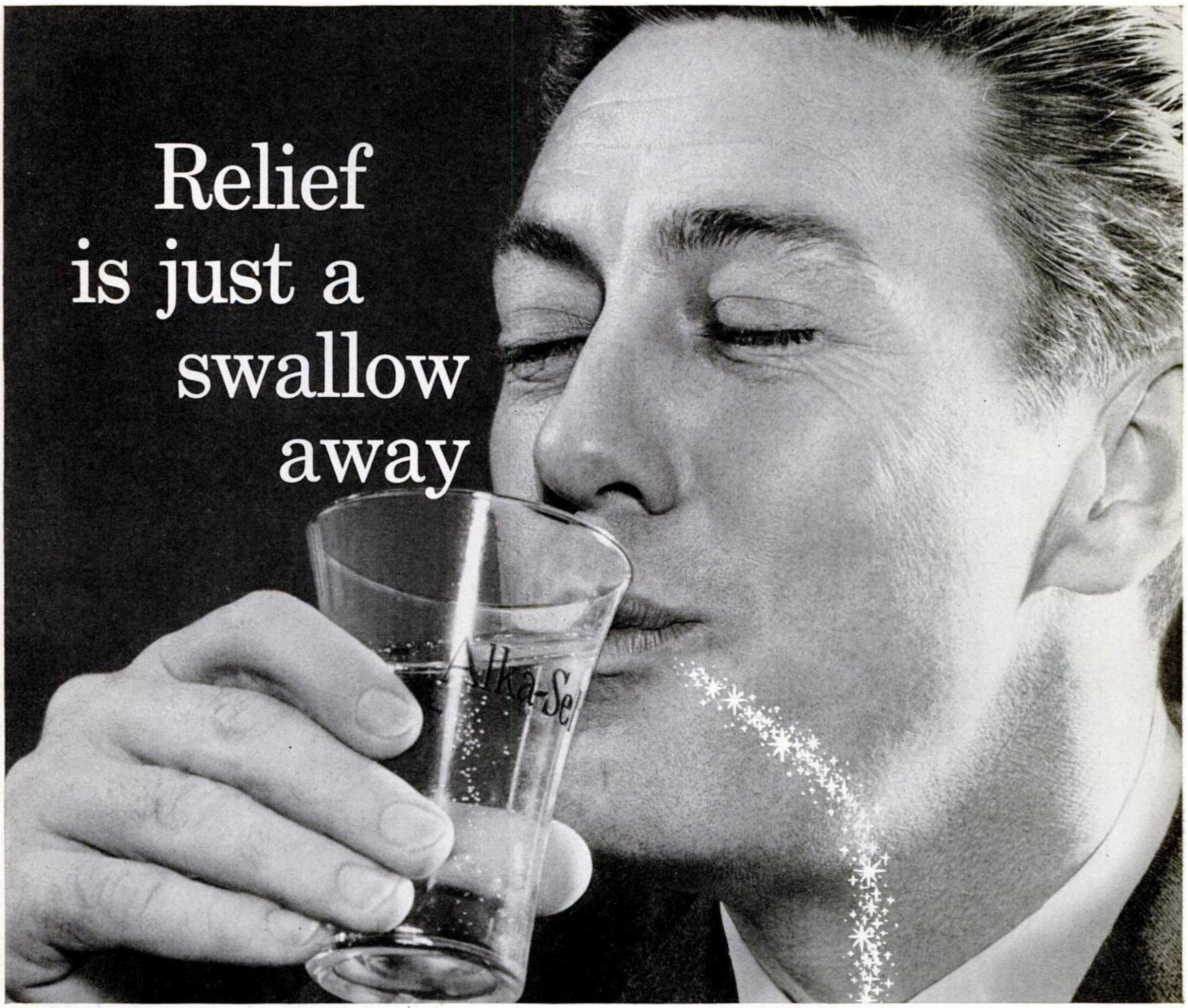
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OCT. 7, 1957

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VOLUME 43
NUMBER 15

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into the system,
around and around
it flows . . . to help
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½ carat (50 points) $235 to $500
1 carat (100 points) $625 to $1230
2 carats (200 points) $1365 to $3410

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FACTS ABOUT DIAMONDS Color, cutting and clarity, as well as carat weight, contribute to a diamond's beauty and value. A trusted jeweler is your best adviser. Divided payments can usually be arranged.

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a girl in love. Deep in the earth a symbol as timeless, and as lovely,
was formed eons ago for you, one radiant star to lend its glory to your love.
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treasure them for you, and for your children's children, until the end of time.

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One touch changes channels and fine-tunes picture and sound—electronically!

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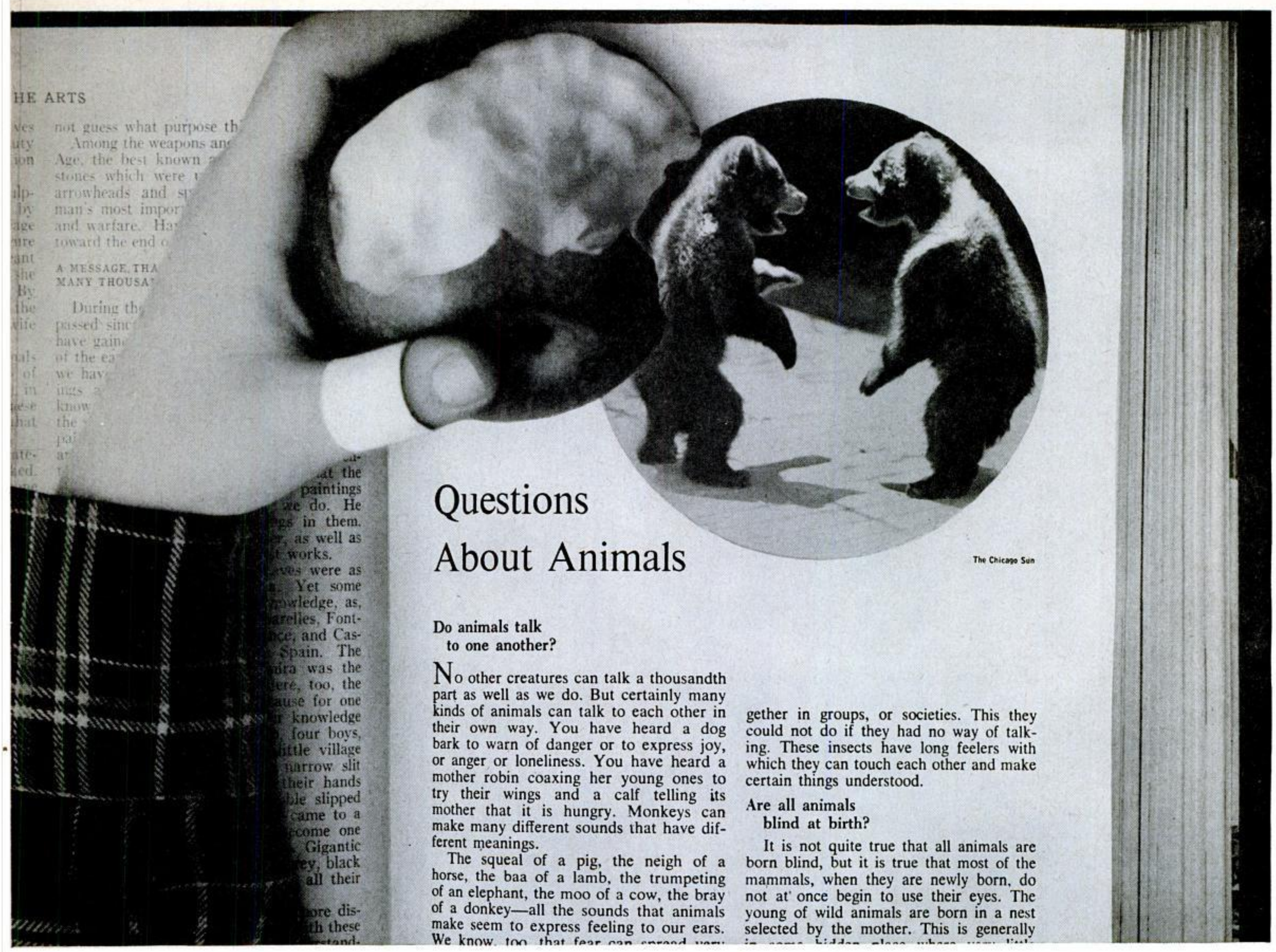
A. NORDIC, Table TV*. Up-front speaker. Limed oak, walnut or mahogany finish. 21T221 • **B. ATHENS,** Horizontal TV*. Walnut, limed oak or mahogany furniture finishes. 21K232 **C. REGENCY,** multi-speaker Console*. Mahogany, limed oak or walnut finish. 21K226 • **D. NEW SLIM PORTABLE TV** in vinyl "Fashion Fabrics" or decorator finishes. 17-inch over-all diagonal, 141 square inch viewable area on 90° models, 155 square inch viewable area on 110° models. 17T239

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Questions About Animals

Do animals talk to one another?

No other creatures can talk a thousandth part as well as we do. But certainly many kinds of animals can talk to each other in their own way. You have heard a dog bark to warn of danger or to express joy, or anger or loneliness. You have heard a mother robin coaxing her young ones to try their wings and a calf telling its mother that it is hungry. Monkeys can make many different sounds that have different meanings.

The squeal of a pig, the neigh of a horse, the baa of a lamb, the trumpeting of an elephant, the moo of a cow, the bray of a donkey—all the sounds that animals make seem to express feeling to our ears. We know, too, that fear can spread very

gether in groups, or societies. This they could not do if they had no way of talking. These insects have long feelers with which they can touch each other and make certain things understood.

Are all animals blind at birth?

It is not quite true that all animals are born blind, but it is true that most of the mammals, when they are newly born, do not at once begin to use their eyes. The young of wild animals are born in a nest selected by the mother. This is generally

a child reads the books that talk his language

"Do animals talk? Why is the sky blue? Why don't I fall off the earth?"

Your child asks a million questions — and wants answers that make sense to him; that tell him what he wants to know, in language he understands. The words must mean something to him; must start ideas flowing to stimulate that young, eager mind. A confusing answer—or no answer at all—discourages your child, and might stop the wonderful flow of curiosity that helps shape his future.

Clear answers are his windows to the world

The answers your child can understand provide exciting visions for him—bring him a wealth that can never be destroyed. When you give him the right answers, you give him the wonderful gift of knowledge—a gift he'll treasure throughout his life.

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Life, Oct. 7, '57

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Always handy! Economical!

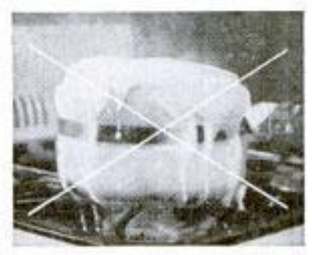


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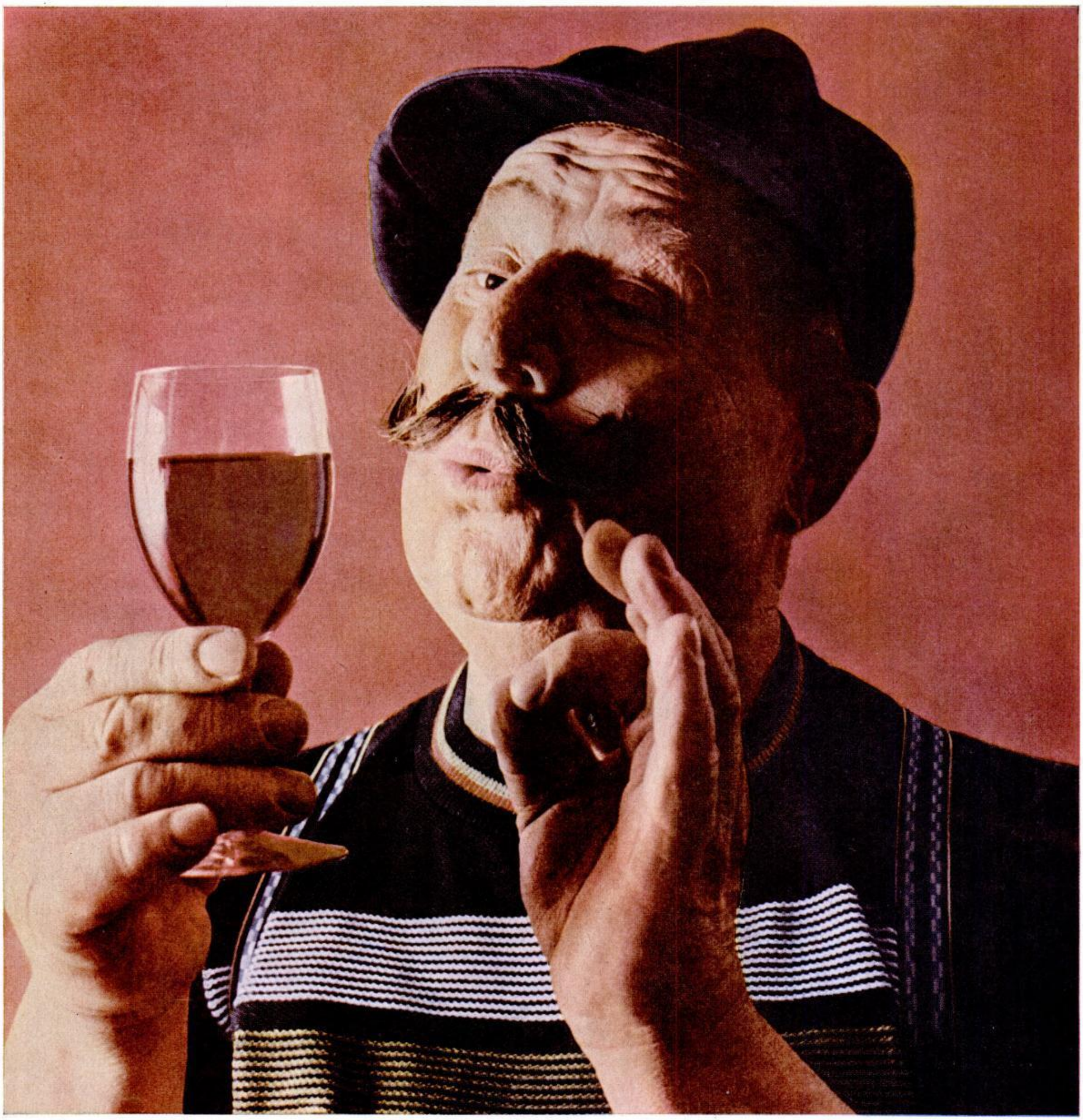
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Mogen David tastes good with anything—any time, any day. No wonder it's the largest selling wine of its kind in the world.
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The Wine like Grandma used to make

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Slip in behind the wheel, and you *know* right away that you're somewhere exciting where you've never been before. Through the big windshield you *feel* yourself the master of all you survey.

And then you start . . . for five minutes, five hours or five years, you ride and drive as you have never done before. Not just your muscles but your inner self enjoys a new experience. You discover yourself as the boss-man of a live and willing partner in your travel. The car seems almost thoughtful, responsive to your mood as well as your command.

What used to be problems now become little pleasures and points of new pride . . . parking, steering, handling your way in tight traffic.

Through full-time power steering, you *feel* the road in a new, and wonderfully confident way. Touch the brakes, and you suddenly *know how to stop* in a sure, self-confident new way. Touch a button and that's all the "gear-shifting" there is in your life.

Turn a curve, you take it flat. Encounter a grade crossing, nary a dip or jounce. For your ride is *Torsion-Aire*—the engineering advance of the year. Found only in cars of The *Forward* Look, Torsion-Aire suspension system levels the road . . . controls the ride as nothing else can!

Yes, the biggest news of all in the newest cars on the road is what happens to *you*. And there's a Forward Look car, in its dramatic and functional years-ahead styling, at your dealer's, ready and willing to make it happen.

LOOK AHEAD . . . BUY AHEAD . . . *own more of the future right now . . . in any of the 5 cars of*

THE *FORWARD* LOOK

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New General Electric SPRAY, Steam and Dry Iron

Now—for the first time—an iron that does your sprinkling for you—*as you iron!*

Just press a button on the handle and the new General Electric Spray, Steam & Dry Iron sprays the fabric . . . with just the right amount of pleasantly warm water for perfect ironing.

Saves pre-dampening heavy cottons, linens and starched fabrics that no ordinary iron can ever properly moisten. You pre-dampen only your very largest pieces—such as tablecloths.

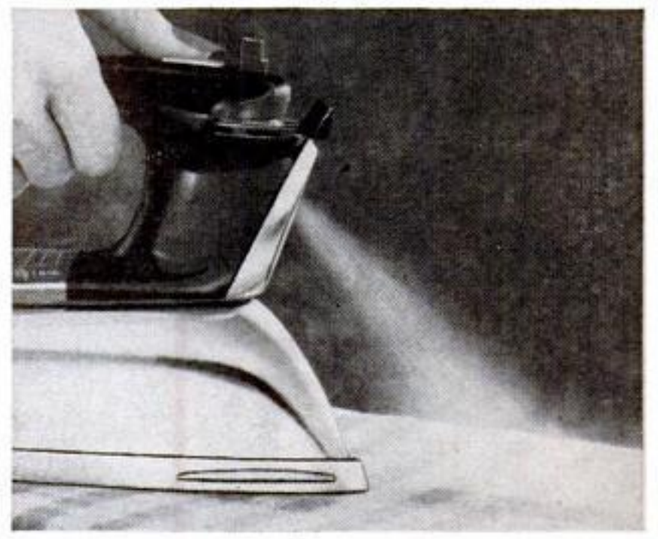
It's actually *three irons in one:* a spray, steam and a dry iron. Changes instantly from one to another. Turns out the loveliest, satin-smooth ironing you've ever seen.

And it's all so simple . . . so easy to use! See it now at your General Electric dealer's.

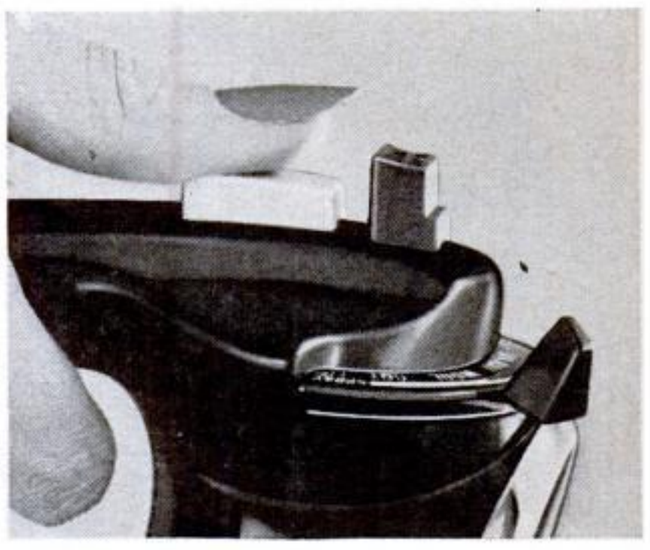
NEW SPRAY, STEAM & DRY IRON

$19.95* **Manufacturer's recommended retail or Fair Trade price.*





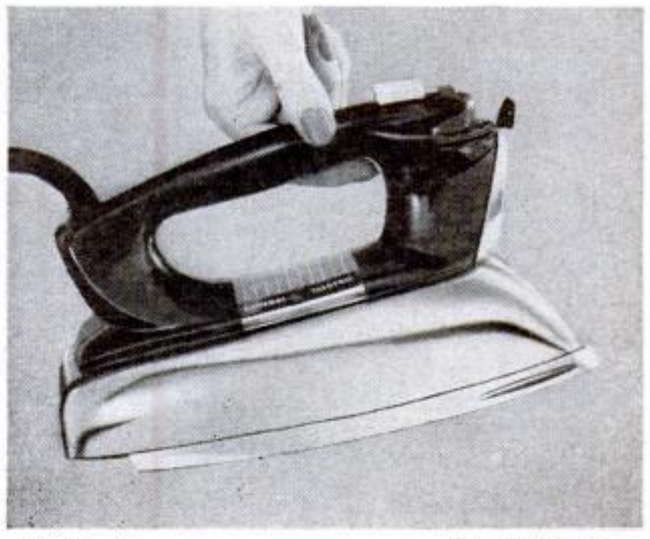
Sprinkles as you iron. Saves pre-dampening heavy cottons, linens, starched fabrics. Erases stubborn wrinkles. Makes knife-like creases!



Just press the button. Sprays exactly the right amount of *pleasantly warm water* for perfect ironing. Not too much . . . not too little.



Steam or dry iron. Changes instantly from "steam" to "dry." Visualizer Fabric-Dial selects the right temperature for every fabric.



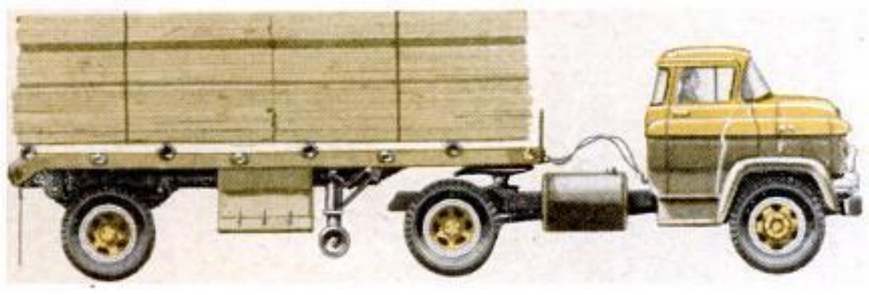
So light . . . so easy to use. Cord-Lift for right- or left-hand ironing. Extra-large soleplate covers more fabric in less strokes.

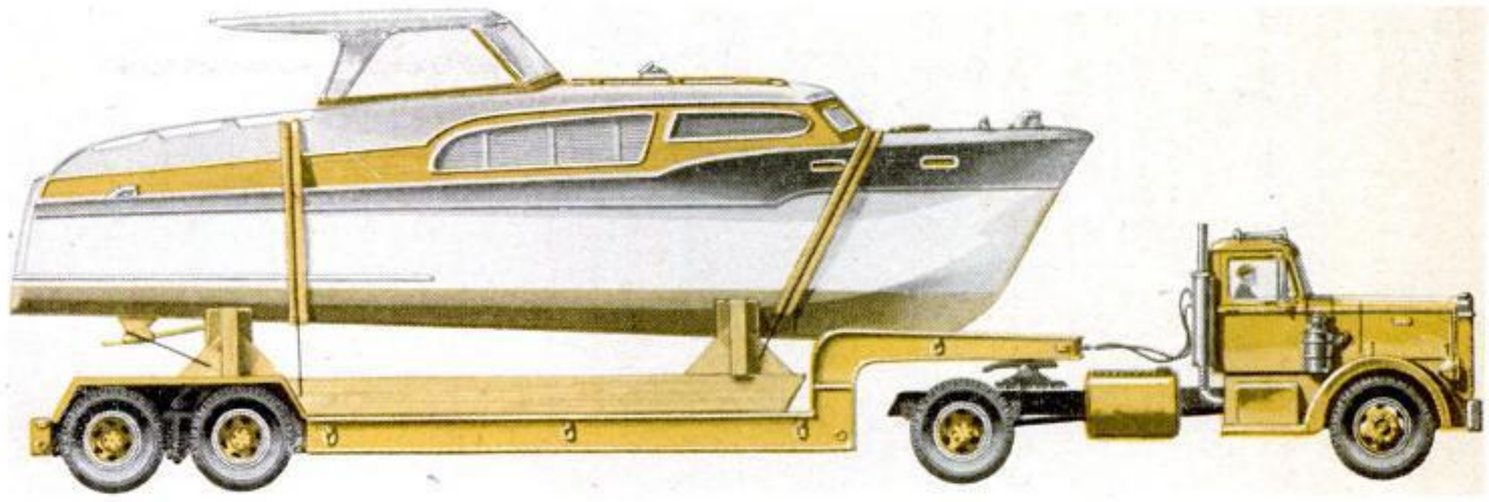
General Electric Company, Portable Appliance Department, Bridgeport 2, Connecticut.

Progress Is Our Most Important Product

GENERAL ELECTRIC

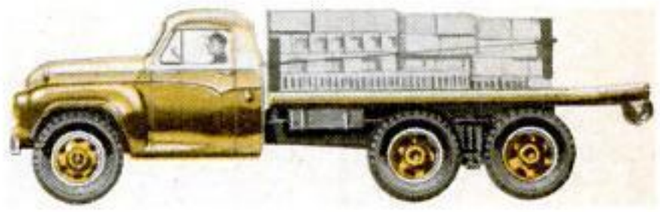
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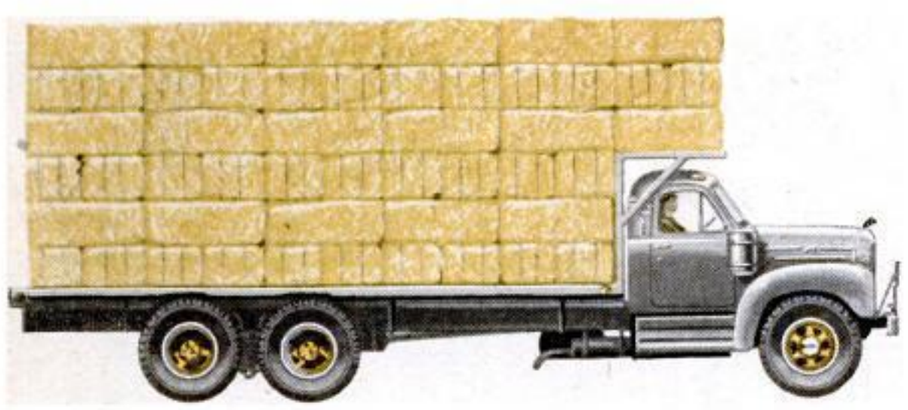


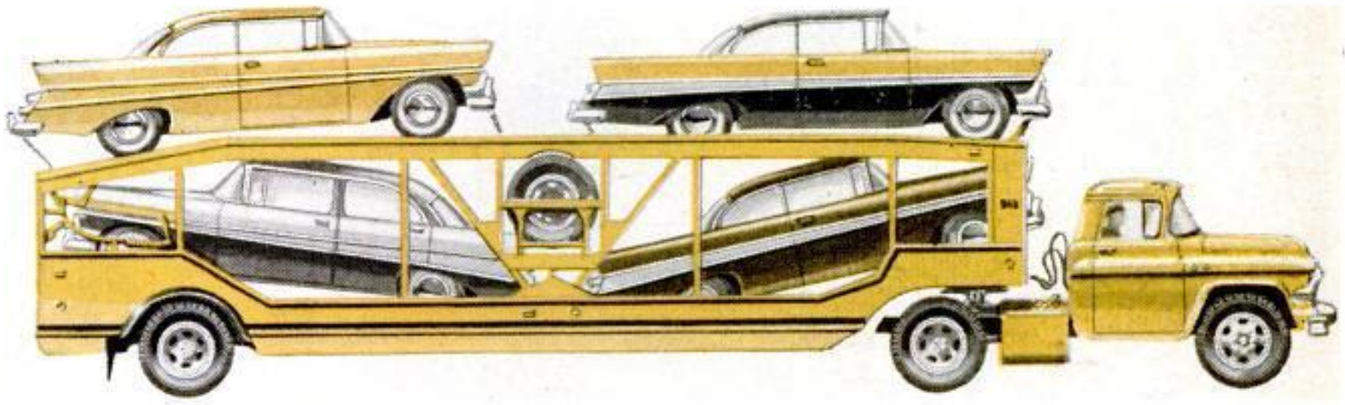
Whenever a truck moves something





it proves something—





you can't buy a truck tire that costs less per mile than Firestone

BETTER RUBBER FROM START TO FINISH

OPERATOR RECORDS PROVE
Firestone Tubeless Truck Tires give extra mileage on original treads, take extra retreads, reduce road delays, cut maintenance costs to a minimum.

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Enjoy the Voice of Firestone on ABC television every Monday evening.



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Undercover Strategy begins with Formfit



The radiant look . . . the proud walk . . . the graceful assurance of knowing you look your loveliest . . . it's all yours with Formfit. For only Formfit has such gentle ways of concealing yet revealing the very best of you. Ask for Formfit at your favorite store . . . see what can happen to you.

The pretty figure begins with **"Dress-Sized"** Girdle 1597. Ask for it in the same size as your dress—10, 12, 14, 16, 18 or 20. White or Black Embroidered Nylon powernet in slimming high-waist design. **$16.50.** Shown with **"Revel"** Bra 551 in White cotton. Styled with flattering side support. Sizes 32A to 38C. $2.50

Formfit Bras are also available in these handy pick-up packages

THE FORMFIT COMPANY • CHICAGO • NEW YORK • CANADIAN PLANT, TORONTO

DRESS BY HANNAH TROY, HAT BY MR. JOHN PHOTOGRAPHED AT QUO VADIS RESTAURANT

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NEW! Lotion-cleanser moisturizes as it flows out hidden dirt!

Now! Your skin can be *pure* in every pore—*cleaner*, softer, smoother than ever before! Almost any cleanser—soap, cream or liquid—will clean the visible top layer of your skin. But new, *deep-down* BEAUTY CLEAN can *clean the unseen!* Here's a new *kind* of clean: a lavish lotion that works with the speed of light—takes a *deep plunge* to penetrate far, far below your skin's surface—flows out hidden dirt and makeup—leaves your skin *tingling-clean,* misted with delicious, young moisture—with a new, precious, poreless look! No drying, trying soaps or detergents in BEAUTY CLEAN; instead, it *fondles* your face to petal-soft, fine-textured freshness. *Begin tonight* to be more beautiful tomorrow!

1.25 plus tax

Watch the new Eve Arden Show – every week on CBS-TV!

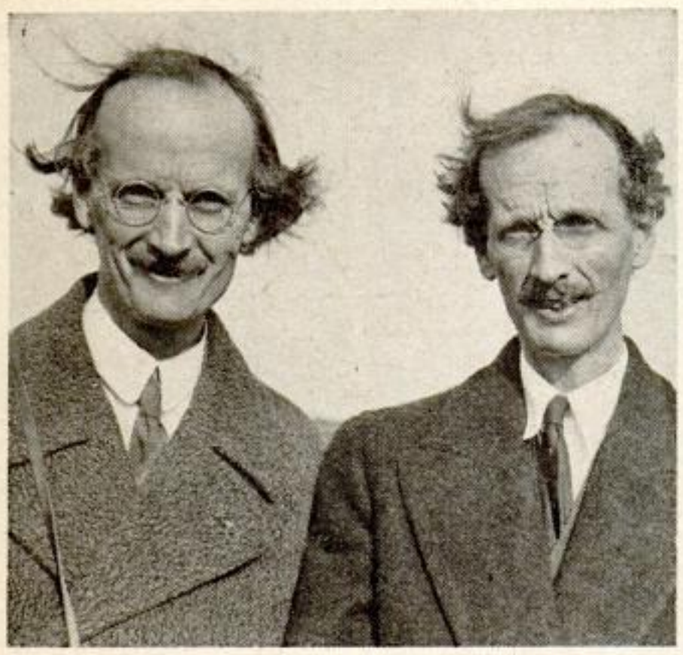
DESERT FLOWER

beauty clean

by **SHULTON**

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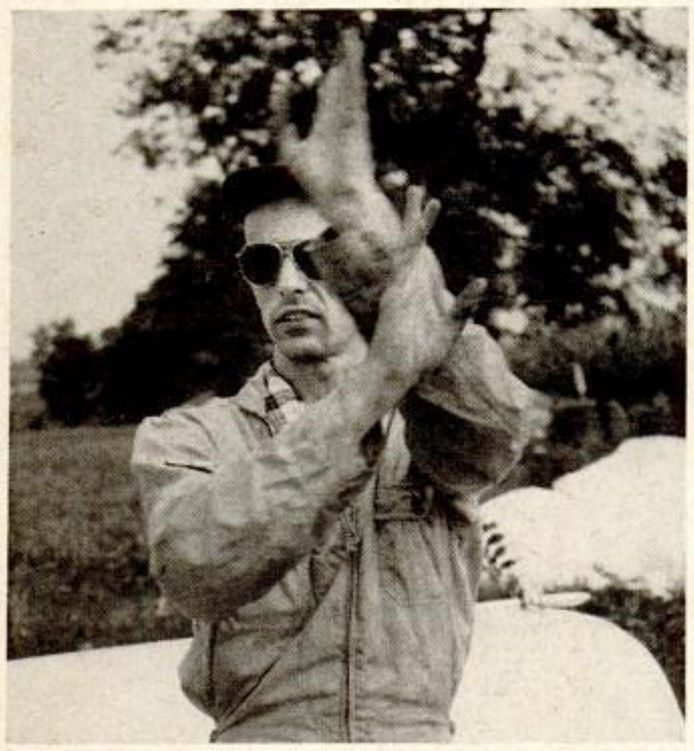
SPEAKING OF PICTURES



PIONEER PICCARDS, Auguste and twin Jean (*left*), ballooned to stratospheric heights in 1930s.



YOUNG PICCARD, Donald gets set in gondola of his invention for take-off on its first trial flight.



VIVID DESCRIPTION of his flight is made by gesticulating Donald following the successful trial.



LIKE HUGE, UPENDED MILK BOTTLES, 32- to 45-FOOT TALL PLASTIC CYLINDERS THAT FORM DONALD PICCARD'S

A Family's New Fangle

A PICCARD IDEA FLIES

The cluster of strange shapes above shimmered in a Pennsylvania meadow and then, rising, floated eerily over the countryside. Made up of satiny plastic cylinders inflated with inflammable gas, this was the newest fangle of an old family of balloonists, the Piccards.

Following after his father, Jean, and uncle, Auguste (*above, left*), 31-year-old Donald Piccard was flying the first multicylinder balloon, which he believes could be safer and more maneuverable than a single spherical balloon. But he worried lest cylinders rubbing against each other would create friction-generated electricity and blow the balloons up. On his flight he got up to 4,000 feet, flew for two hours before landing safely in the field of an Amish farmer (*below*). The balloon had handled with outstanding ease, did not explode and continued a smooth flight even after one cylinder split open.



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NEW BALLOON AWAIT ASCENT AT VALLEY FORGE, PA.

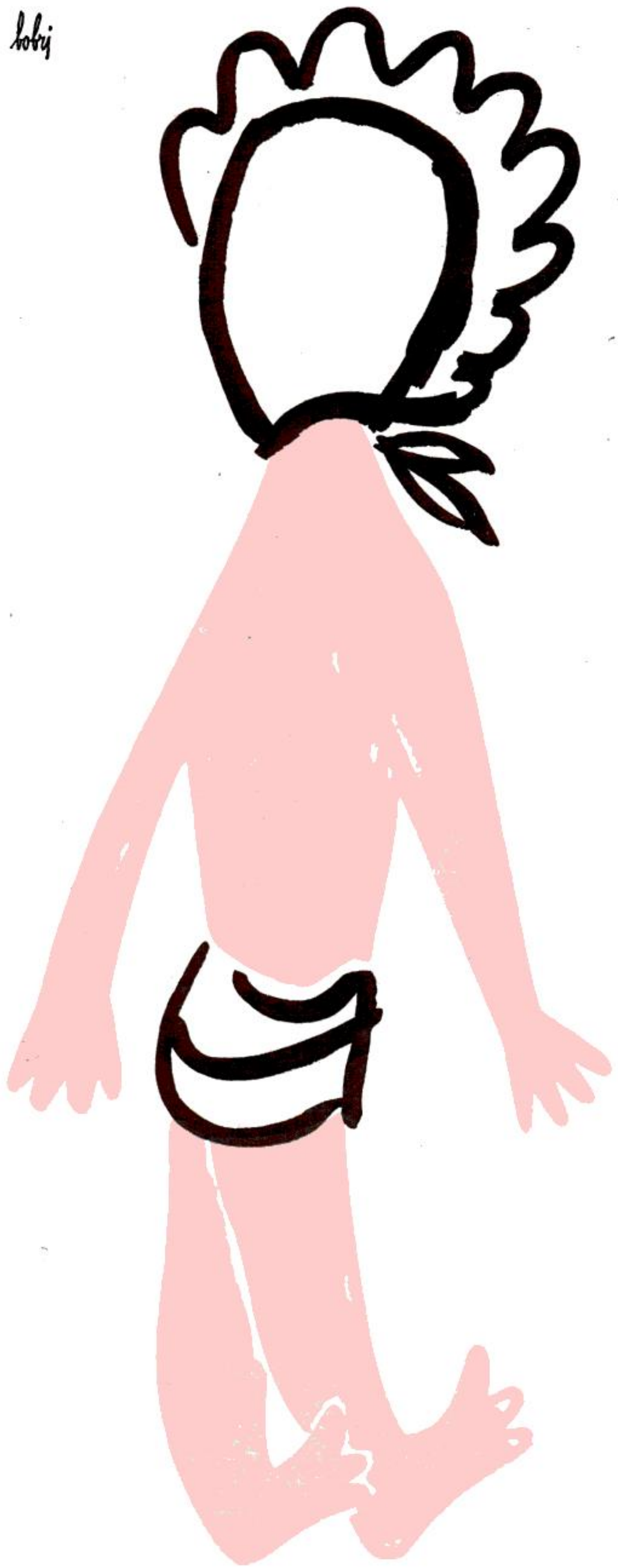


← **AFTER LANDING,** a farmer, given deflated balloons, carts them away to use as cover on strawberries.



AN AIRBORNE CLUSTER, the balloon takes off. Donald stands for ascension, then sits in gondola.

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poor girl!

too young

to wear

seamless

stockings

by Hanes

no seams to worry about

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SHORT CUT to meet skyrocketing demand . . . the portable chain saw. It brings you the newspapers you read, the house you live in, even the clothes you wear. Compact and powerful, it makes short work of tall timber; gives modern woodsmen a sharp edge over the legendary Bunyan.

for work or play, millions depend on the products of

OUTBOARD MARINE Corporation

DIVISIONS: EVINRUDE MOTORS, MILWAUKEE, WIS. • JOHNSON MOTORS, WAUKEGAN, ILL. • GALE PRODUCTS, GALESBURG, ILL. • LAWN-BOY, LAMAR, MO. • PIONEER SAWS, WAUKEGAN, ILL. • CUSHMAN MOTOR WORKS, INC., LINCOLN, NEB. • SUBSIDIARIES: OUTBOARD MARINE CORPORATION OF CANADA, LTD., PETERBOROUGH, ONTARIO • INDUSTRIAL ENGINEERING LTD., VANCOUVER, B.C.

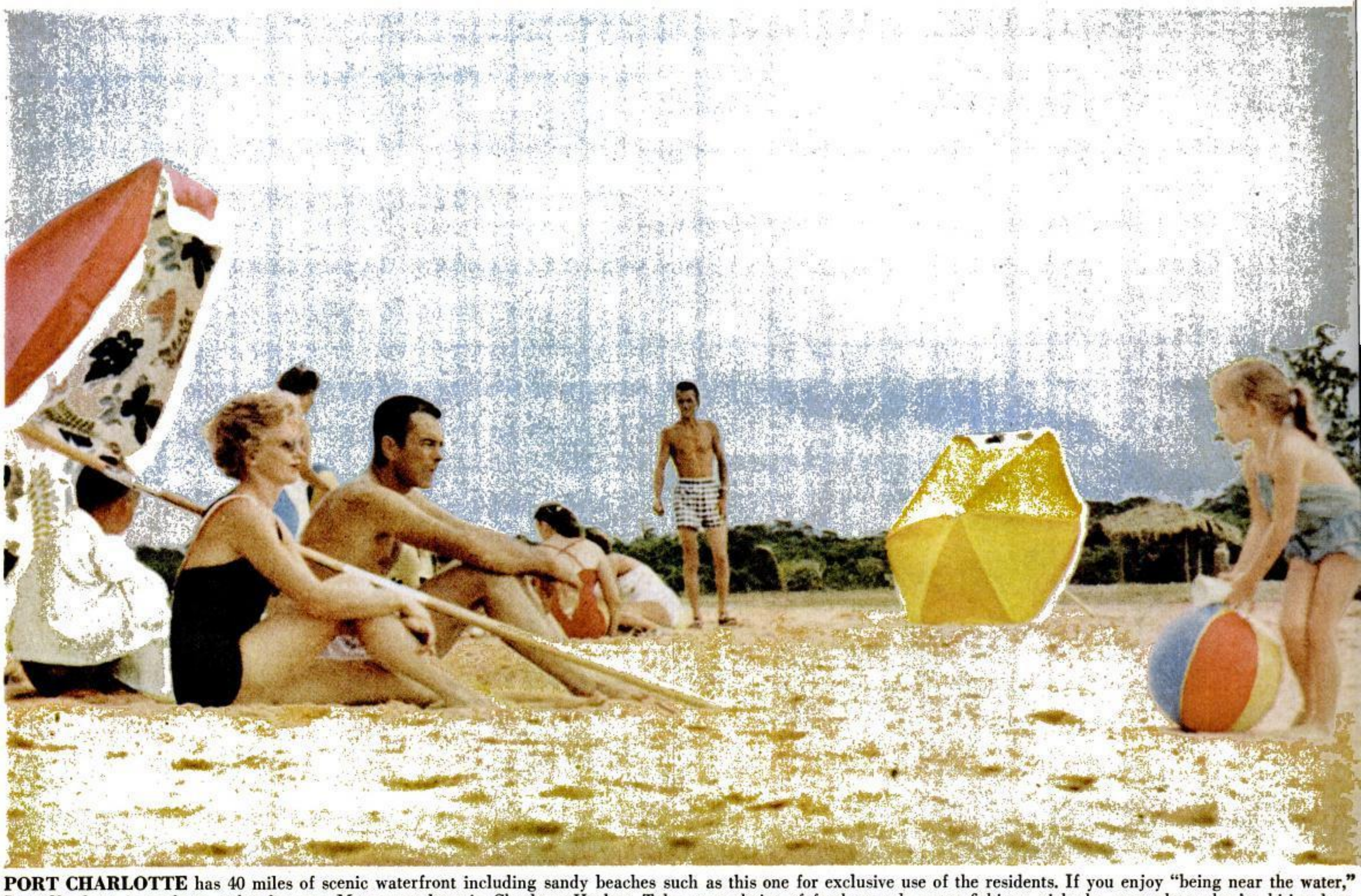
Suburban lumberjacks find Pioneer saws mighty handy, too. For clearing land, cutting firewood, pruning trees . . . and building and fencing that "cabin in the pines" . . . nothing beats a Pioneer saw. And there are hundreds of other uses to help do-it-yourselfers do-it easily. They're a cinch to operate and have the 'heft' of a fine tool. See your Pioneer dealer for a free demonstration, today.



OUTBOARD MOTORS
Johnson
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GALE PRODUCTS

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CHAIN SAWS
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PORT CHARLOTTE has 40 miles of scenic waterfront including sandy beaches such as this one for exclusive use of the residents. If you enjoy "being near the water," Port Charlotte is made to order for you. Moor your boat in Charlotte Harbor. Take your choice of fresh or salt water fishing; pick the spot where they're biting best.

Now anyone can share in the growth of

FLORIDA'S FABULOUS PORT CHARLOTTE

$10 down and $10 a month buys a choice king-size lot. Total $795

With over 700 families arriving every week to make Florida their home, population now tops the 4 million mark. People, money and business are flowing into Florida at an accelerated pace.

Prominent in this growth picture are the activities of the General Development Corporation, one of the largest owners of Florida property. The latest and largest tract acquired by them is on Florida's choice Southwest coast in the triangle formed by the Peace and Myakka Rivers on the shores of Charlotte Harbor.

CHART SHOWS AVERAGE INCREASES IN VALUE OF DEVELOPED LAND

Pompano Beach	1954 to 1957	80%
Ft. Pierce	1950 to 1957	90%
Greater Miami	1954 to 1957	75%
Charlotte Harbour (Port Charlotte)	1954 to 1957	40%

PROPERTIES DEVELOPED BY MACKLE COMPANY INCREASE IN VALUE AT A MORE RAPID PACE

Pompano Beach	1955 to 1957	150%
Ft. Pierce	1955 to 1957	200%
Greater Miami	1954 to 1957	200%
Port Charlotte	1957 to —	?

Statistics certified August 1957 by an Independent Research Organization — The First Research Corporation of New York, Miami and Atlanta, Ga.

To develop this property, the General Development Corporation has selected the 50 year old Mackle Company. Now the largest builders and developers in Florida, the Mackle Company's large-scale operations are headed up by three brothers, Elliott, Robert and Frank. Communities they've planned and built throughout south Florida have won nation-wide attention as notable examples of large-scale efficient planning.

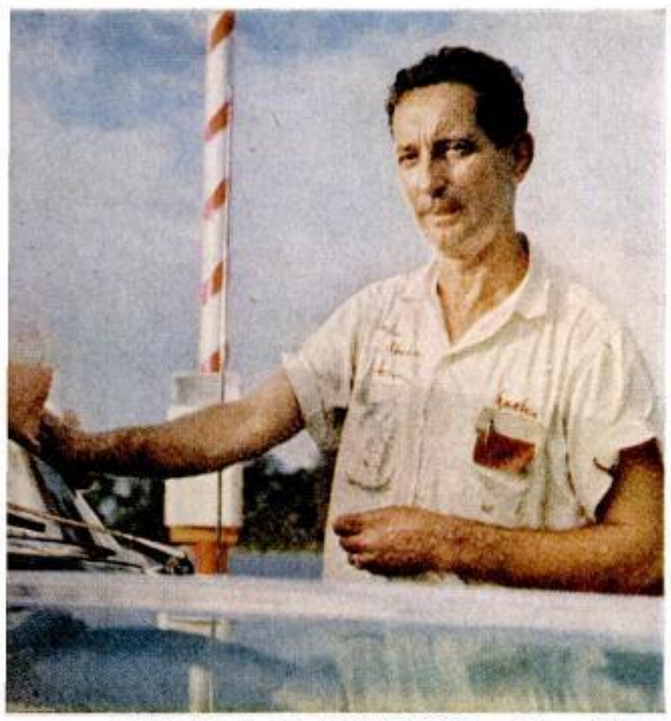
At Port Charlotte, areas are already developed and here homes are up; streets are paved and graded. Stores and motels are open for business and signs of brisk growth are seen everywhere.

Buyers are taking advantage of the Mackle Plan to become land owners on an easy financial arrangement that requires only $10 down and $10 a month (including 5% interest). Lots are full-size 80 x 125 feet. No extra charges, no assessments; title insurance is free. A thirty day guarantee covers all purchases (details on opposite page). Port Charlotte Division, General Development Corp., Dept. M210, P. O. Box 465, Miami 45, Florida.

LOCATED on the Southwest coast in one of Florida's fastest-growing sections, Port Charlotte has 28 miles of frontage on U. S. 41. The Port Charlotte area is noted for its high, dry land and its average annual temperature of 71 degrees means delightful year 'round living.



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MEET J. E. BRANDEL, Port Charlotte property owner. Ask him about the Mackles and he'll tell you, "It's nice to get all the advantages of dealing with America's largest builders and developers. You can save lots of time, money and headaches."



MACHINES AND MEN speed growth and progress at Port Charlotte. The section above, when completed, will have a beautiful lakeside location. The Port Charlotte Master Plan calls for special sites to be set aside for parks, schools, churches and business areas. No details of careful planning are overlooked if they mean pleasanter, more convenient living.



AFTER ARRIVING at Port Charlotte with his wife and daughter, Earl Cummins discusses the lots he has bought. Mr. Cummins, who has an eye for value, says, "I figure my Port Charlotte property puts me money ahead whether I re-sell or live on it." One buyer calls his Port Charlotte land "cigarette money property" because he's investing dollars that would ordinarily go up in smoke.



FRESH SEA BREEZES spark the appetites of Mr. and Mrs. Frederick Entress of Waterway Circle, Port Charlotte, Florida. Mr. Entress says, "Port Charlotte appealed to us at once and we got such wonderful treatment from the Mackle's staff we made up our minds to settle here." Whether you're relaxing like this or visiting nearby scenic delights—Port Charlotte gives you so much to enjoy. →

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SEND YOUR $10 NOW →
Secure your property without delay. You take no risk. Read the 30 day money-back guarantee when you fill out this coupon.

THE MACKLE COMPANY INC. · HALF A CENTURY OF SOUTHERN BUILDING

Inquire about the Port Charlotte Division at Florida State Chamber of Commerce Jacksonville, Florida

Chamber of Commerce Miami, Florida

Chamber of Commerce Punta Gorda, Florida

Port Charlotte Division
General Development Corp.
P. O. Box 465
Miami 45, Florida

Dept. M210

Please reserve..... (fill in number desired) lots (each 80 x 125 ft.) as described in this advertisement. I enclose $10. payment on each. Rush map showing location. My deposit will be returned promptly and without question if I notify you within 30 days.

(Please print—giving name exactly as you want it on purchase contract)

NAME _____

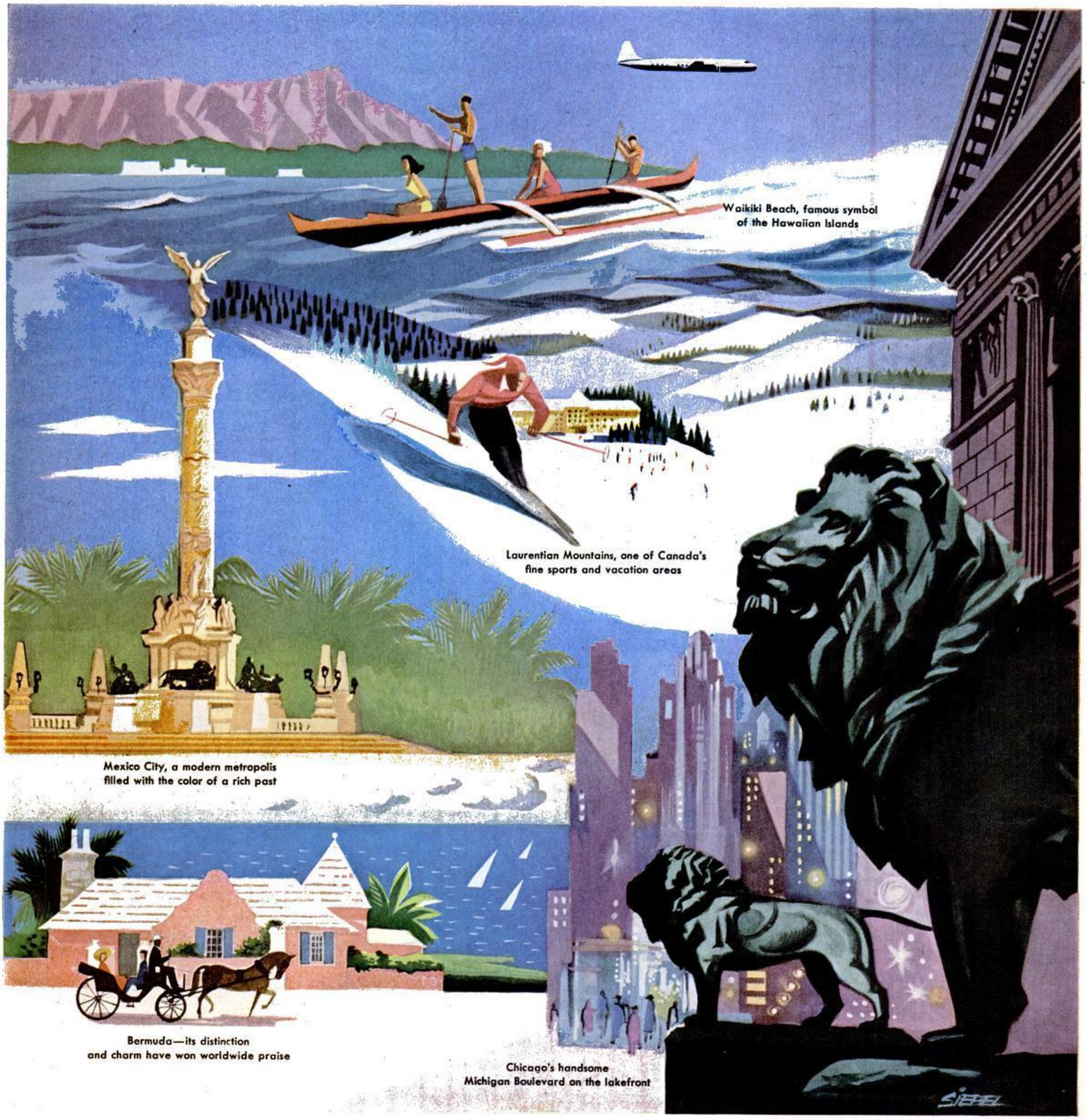
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How many of these famous places have you visited?



You can visit the far-off, exciting places you've always dreamed about—even on a short vacation—if you travel by air. You'll have more time to enjoy yourself at your destination, thanks to today's fast flights and frequent schedules. Modern air travel is convenient, clean, and comfortable. The cost may be less than you think, with family travel plans or air coach rates. Any airline representative or travel agent will be glad to offer suggestions about flying to new places this year to help you get the most out of your precious vacation.

The air is yours—use it!

UNITED AIRCRAFT CORPORATION *East Hartford, Conn. • In Canada: Canadian Pratt & Whitney Aircraft Co., Ltd.*
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The best of health is the best protection against colds, miserable winter aches and illness caused by low resistance. Your family can't have the best of health if they lack *any* of the essential vitamins or minerals that Rybutol provides.

One Rybutol Gelucap a day supplies 11 vitamins and 9 minerals including iron, vitamin C, and high potencies of vitamins B_1 and B_2.

Start your family on Rybutol now, while you can get the Tower-Pak of 150 Gelucaps for the regular price of 100. That's a 50-day supply free—*while supply lasts!*

This potent formula is *guaranteed* to make you feel better fast, or your druggist will refund your money.

FAMOUS RYBUTOL GELUCAPS ARE MADE BY VITAMIN CORPORATION OF AMERICA

TAKE FIVE



RONSON FLINTS

★ Extra length
★ 523 More lights
★ Won't jam or crumble
★ Highest quality
★ 5 for 15¢

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Now's the time to stock your pantry shelf with APPIAN WAY Pizza Mix and Sauce for fall parties and those after-the-game get-togethers.

Enjoy Perfect Pizza Every Time — Mix, fix and bake the tastiest bubbling-with-flavor pizza you ever served!



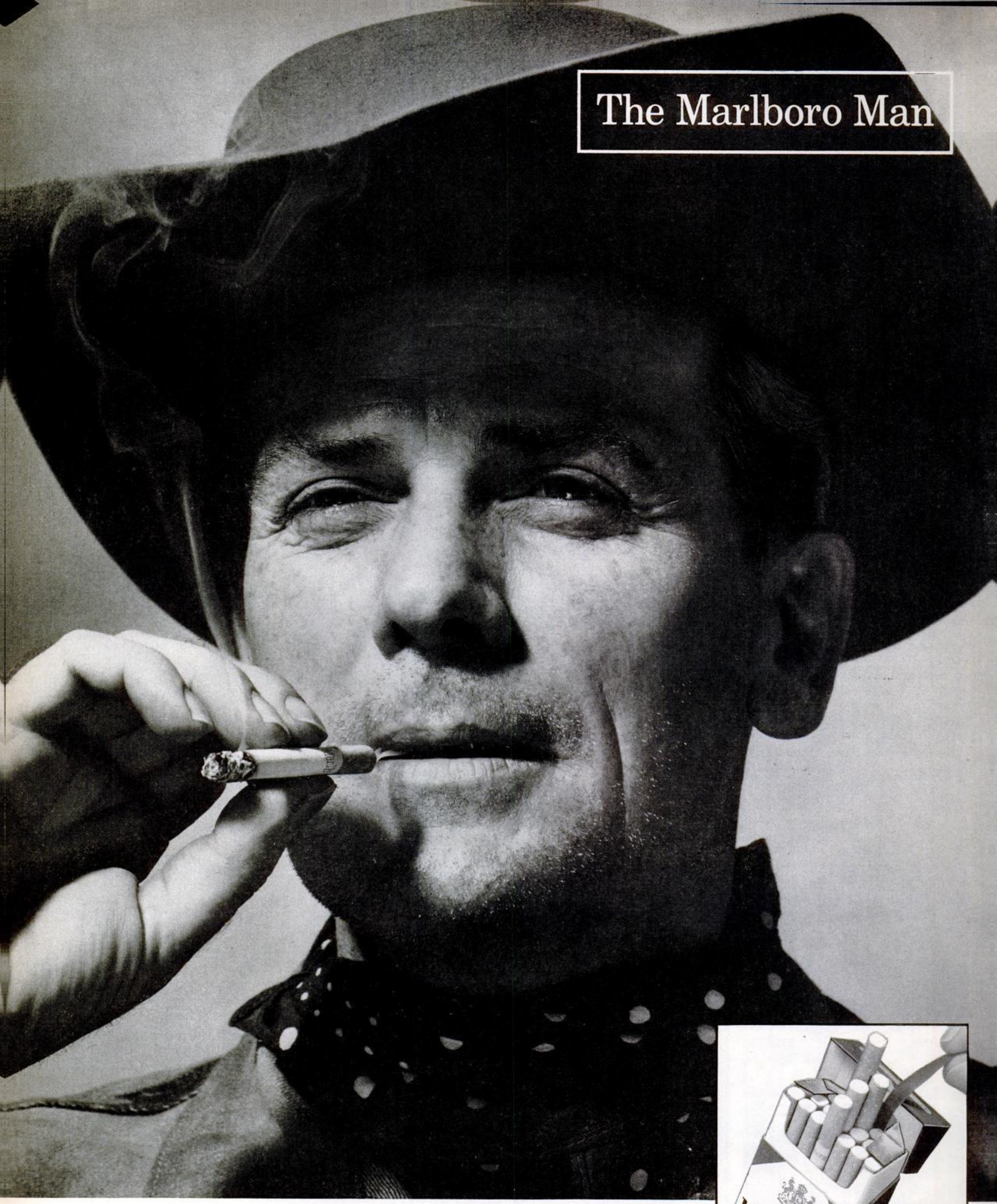
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"He gets a lot to like—filter, flavor, flip-top box." The works.

A filter that means business. An easy draw that's all flavor. And the flip-top box that ends crushed cigarettes.

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Just pull the tab slowly and the cigarettes pop up. No digging. No trouble.

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FOR "THE WALK THAT RELAXES"

Wellco FOAMTREADS* are the most comfortable slippers you've worn since you outgrew your baby booties. Amazingly practical, too. So sturdy and smartly styled you can wear them *outdoors*. Soil and moisture won't harm them because they're *absolutely washable*.

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Your favorite family shoe store can show you dozens of smart styles and colorful patterns to choose from . . . for every member of the family. From $2.50 to $4.98 (slightly higher west of the Rockies).



They're Washable!



Keep FOAMTREAD slippers clean as the rest of your family's apparel. Simply toss them into washer. Out they come, fresh as new!

One step—or a million steps from now—you'll be glad you're wearing Wellco FOAMTREADS.

WELLCO SHOE CORPORATION, Waynesville, North Carolina

IN CANADA, Foamtread Slippers are made exclusively by Kaufman Rubber Co., Kitchener, Ont.

ATT'N INDUSTRIALISTS: The best place to establish your next factory is in western North Carolina

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Over 2 million women have joyfully discovered the unique comfort of SLACKTATOR. The hand-laced construction lets the shoe conform gently to the shape of your foot. No "break-in" needed. The springy sole with built-in arch cushion reduces foot fatigue. Once you've worn a pair, you'll never be without them.

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There's no better place to save than your Insured Savings and Loan Association. Returns are excellent. Your savings grow fast . . . and your money's insured up to $10,000 by the Federal Savings and Loan Insurance Corporation. What's more, your money can't lose a penny of its dollar value . . . and there's no charge to put it in or take it out. So, be sure of those precious years ahead.

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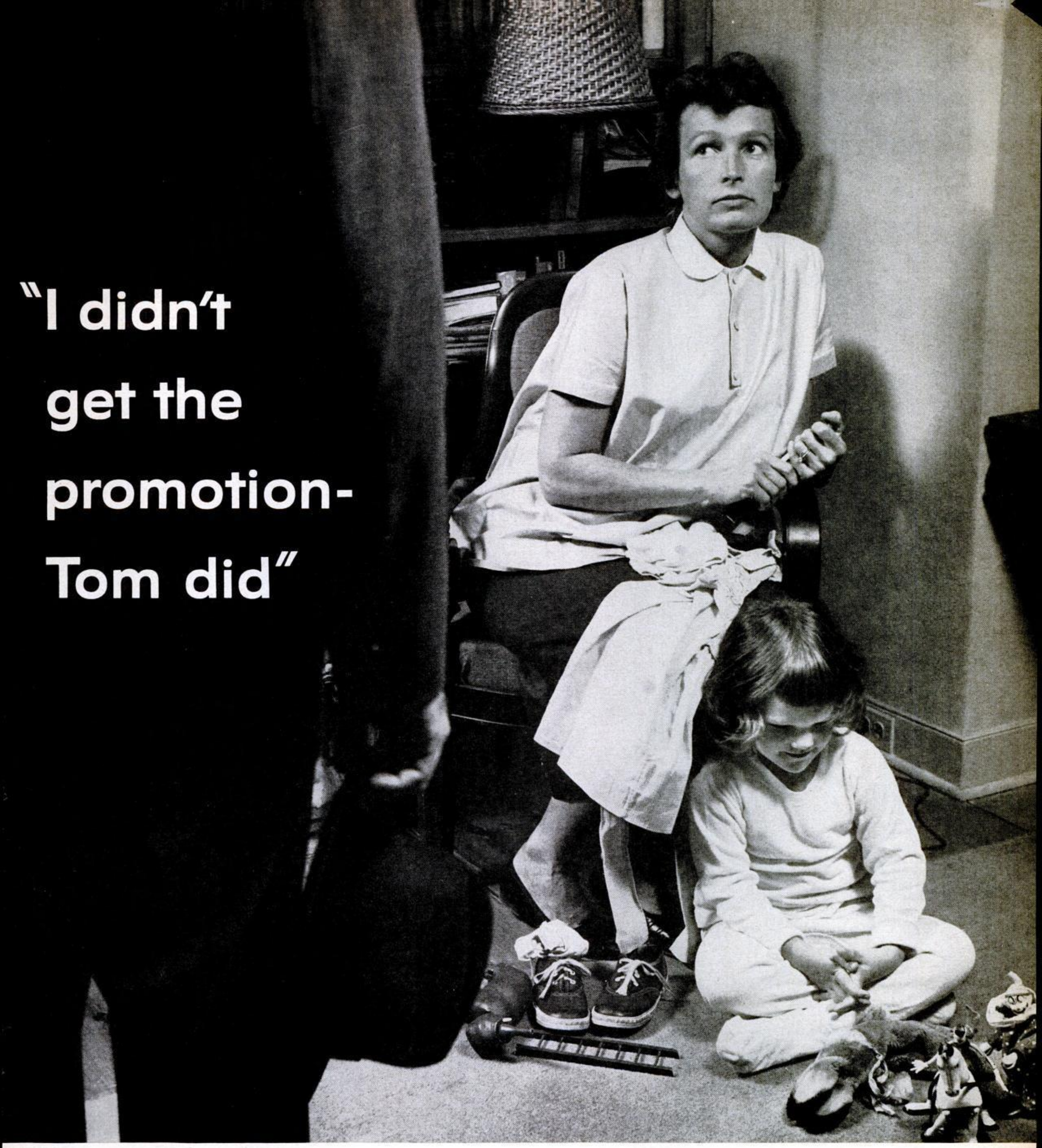
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Why was it Tom? The boss had a tough choice to make: both men were smart, good at their jobs. But Tom had something extra: better appearance. He made the right impression on the people he met – and on the boss. How about you – do you dress for success? Do your clothes help you get ahead – or do they hold you back? Remember: whatever you do, wherever you go, your clothes never stop talking about you.

Dress Right – you can't afford not to!

American Institute of Men's and Boys' Wear

To Dress Right, shop at stores that display this symbol.

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A. Howard Fuller, President, Fuller Brush Co., as photographed by Arnold Newman

Howard Fuller's brushmen ring 12 million doorbells with telegrams

"Fuller Brushmen make over 12 million calls a year," says A. Howard Fuller. "Keeping them supplied with the brushes, cosmetics, household cleaners and food supplements they sell is a man-sized job—in fact, you might say a *telegram*-sized job! We must be in constant communication with our more than 100 branch offices and 30 warehouses. We do business by telegram because there just isn't a faster, more accurate way of sending facts and figures—of putting what's important in writing."

More than a million times a day, business finds it wise to wire. Telegrams quote prices, confirm orders, route shipments. Speed plus the written record make the telegram essential to American business.

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IT'S WISE TO WIRE!

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Turns Rinse Water Into Magic Water... Automatically!

NORGE 2-SPEED WASHER WITH AUTOMATIC LINT-OUT Dispenser Wheel



Pre-load Dispenser Wheel when you load washer!

Adds Conditioner to Rinse For Up to 39% Cleaner Clothes

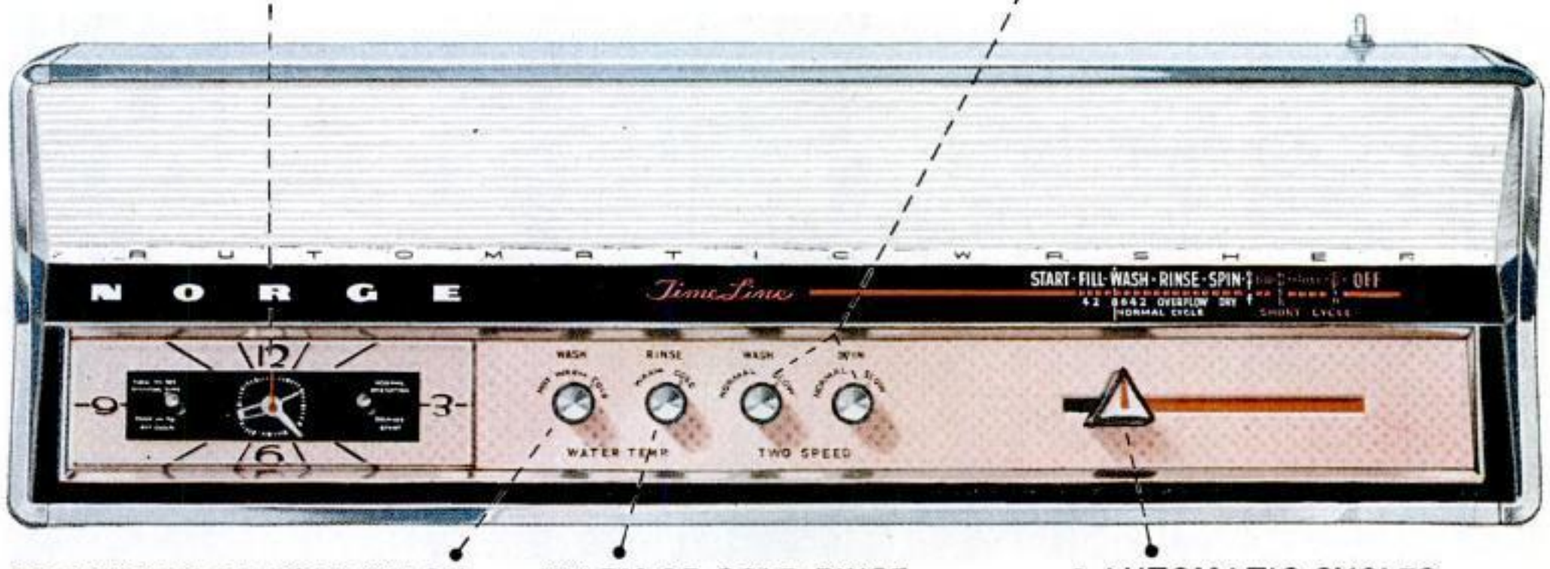
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- No More Yellow—No More Gray
- Whiter Brighter Nylons
- Main Cause of Diaper Rash Eliminated

Dispenser Wheel adds Calgon conditioner to the rinse water automatically. Lint can't cling to clothes because it's suspended in this magic water and floated right out of the tub during overflow rinse. No messy filters to clean or clog. Dulling soap film is banished completely. Everything comes out softer, fluffier, cleaner than ever before.



New! ROUND-THE-CLOCK TIMER LETS YOU WASH WHILE YOU SLEEP!
Saves on off-peak electric rates!
Saves hot water for daytime uses!

New! 2 WASH SPEEDS! 2 SPIN SPEEDS!
NORMAL for regular wash
SLOW for dainty things



HOT, WARM OR COLD WASH
Take your choice, to meet special demands for all fabrics...save hot water!

WARM OR COLD RINSE
Gives you right temperature for every fabric. Saves more hot water!

2 AUTOMATIC CYCLES
Normal for regular wash. *Short* for partial or lightly-soiled loads.



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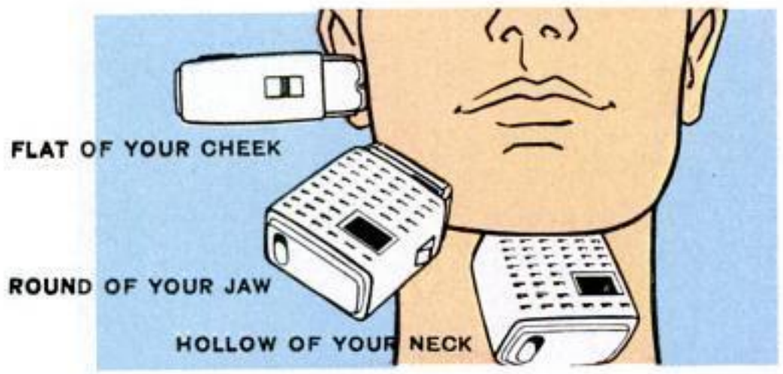
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The size of that FULL-CONTACT HEAD! Biggest news since Schick invented electric shaving. Twice as big a shaving head—and all of it designed to shave on every curve of your face—flats, rounds, and hollows. New Schick doesn't curve away like most other electrics that shave more air than hair. Powershave is *naturally* faster!

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Leave it to Schick to discover the safe, sure way to closer shaves... with hundreds of amazing WHISKER GUIDES built into the shaving edges! Not an attachment as on shavers that roll whiskers flat. Schick's built-in WHISKER GUIDES smooth skin down and pop whiskers out, for a new kind of shave, deep down where your beard begins!

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With a big new motor, twice as powerful as ever before, here's a he-man shaver to mow down toughest beards. Prove it yourself, on *your* beard! Ask to test the new Schick Powershave. Most stores offer a 14-day FREE HOME TRIAL! Choice of four handsome colors: Desert Tan, Forest Green, Royal Black, Glacier White.

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Tomorrowland at Disneyland. Over on Main Street U. S. A., CAREFREE CORNER is the official Information Center maintained by INA and their independent agents

A new world of happiness

Ever see a family so thrilled! They're finding out all about space from the Space Man himself. And this is only one of Disneyland's exciting features. There are plenty more. Everywhere in Walt Disney's Magic Kingdom there is the gay, carefree sense of being lifted above worries.

This Disneyland 'magic of happiness' can be enjoyed all year 'round. The forward-looking people of the North America Companies (INA) have developed a new Family Accident & Sickness policy that helps families keep carefree. It's a *package policy* like the famous INA Homeowners and Tenants policies that add so much to the protection of homes. It is full-scale protection for a family and its members.

INA's new Family Security Program against accident and sickness is unique. It is really FOUR policies in ONE. And so flexible that you can make it your entire program or select just the portions needed to fill out the insurance you now have. Here is protection for the new world of happiness that healthy young families are building for themselves! Ask your INA agent about it. * * *

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INSURANCE BY NORTH AMERICA

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#5004 Classic wing-tip. Walnut brown Puritan calf. Also #5013 in black.

Don't just walk, go by air...Flexaire

Here's new comfort construction for men who think on their feet: the Bostonian Flexaire. The secret? It's cushioned on the inside and flexible all over. Because of Flexaire's specially cushioned inner sole you walk light and easy. Your feet never seem to touch the ground. Try on a pair of handsome Flexaires at your Bostonian dealer's. You'll get a new lift in walking comfort.

#5503 Classic Cap-Toe. Brown mellow calf. Also #5507 in black.

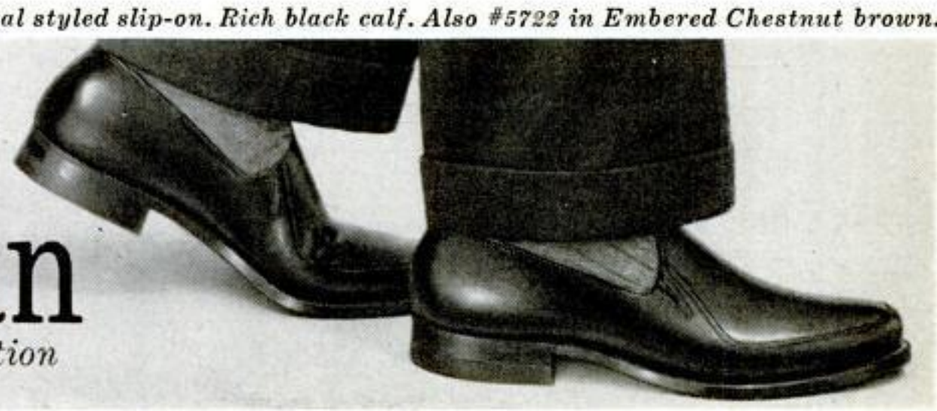


Flexaires by

Bostonian

Walk-fitted for Comfort in Action

#5017 Continental styled slip-on. Rich black calf. Also #5722 in Embered Chestnut brown.



Most styles $17.95 and up. At finer men's shops, shoe and department stores. Bostonian Shoes, Whitman, Mass. Also makers of famous Mansfields and Bostonian Jrs.

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LETTERS TO THE EDITORS

CRIME IN THE U.S.

Sirs:

Your series on crime is not only a genuine public service but makes fascinating reading ("A Really Good Police Force," LIFE, Sept. 16).

Improving the law is a glacierlike process but your series is certainly a push in the right direction.

JAMES A. MUENCH

Chicago, Ill.

Sir:

Congratulations to LIFE and Herbert Brean for recognizing what we here in Ohio have known for some time, that Cincinnati has the nation's outstanding police force.

C. WILLIAM O'NEILL
Governor

Columbus, Ohio

Sirs:

I am deeply disturbed by the articles on crime. The illustrations are utterly disgraceful. No possible good can come from this sort of journalism. It serves only to build up circulation among the semi-illiterate.

REV. ELLIS JONES HOUGH
Chaplain

Wilkes-Barre V.A. Hospital
Wilkes-Barre, Pa.

Sirs:

Robert Weaver's magnificent portfolio of paintings on "Unforgettable Crimes" is one of LIFE's highest pictorial achievements.

JOE KAUFMAN

New York, N.Y.

Sirs:

Congratulations for the courage to finally tell the truth about Chicago.

R. T. ELLIS

Chicago, Ill.

Sirs:

As mayor of Chicago, I protest the unwarranted and unfair slur upon the integrity and performance of the 9,500 members of the Chicago Police Department.

The Uniform Crime Reports of the Federal Bureau of Investigation disclose that Chicago has been one of the few major cities in the nation that has shown a reduction in its crime rate, in the face of a rising crime rate throughout the nation.

In the past four years the National Safety Council has given Chicago awards for reduction in traffic fatalities, for its traffic prevention program, for its safety engineering and for its outstanding traffic court administration. Just recently the highest awards of the National Safety Council were given to Chicago for its traffic safety program and the saving of lives.

The Chicago Crime Commission, an independent citizens' organization, has commended the Chicago Police Department for its steady improvement in crime enforcement. On the basis of these facts, Chicago's Police Department today compares well in efficiency and morale with any police department in the nation. In the last few years, our police department has been strengthened in every division.

LIFE's wild generalization makes a mockery of the progress of good government.

RICHARD J. DALEY
Mayor

Chicago, Ill.

● Chicago, big and still growing, is faced with a big police problem and it has been trying to improve its force. But LIFE's judgment was based on police performance, for instance: only a handful of the almost 200 Chicago gang murders since prohibition have been solved; in the past year six Chicago teenagers have been brutally murdered and their killers not found.—ED.

Sirs:

As a Chicago motorist of 24 years, let me assure you that your analysis of our traffic policemen is entirely justified. I have been stopped for speeding three times. On two occasions I was herded into the patrol car and given a lengthy dissertation on how much time I would lose by having to appear in traffic court. How could I avoid this inconvenience? One even went so far as to compute his "fee," based on a percentage of the possible fine. I remained honorable and insisted on the legal ticket.

W. A. DAVIDSON

Chicago, Ill.

Sirs:

I still can't park my car overnight with the assurance that it won't be stripped (as it was). I can't come home in the evening without getting that certain feeling in my stomach every time I open my apartment door. I still expect to see a thoroughly ransacked and burglarized apartment. That served as my welcome to Chicago.

M/SGT. RICHARD C. DELSI

Hq. Fifth U.S. Army Recruiting District
Chicago, Ill.

TROUBLES BESET SCHOOL OPENING

Sirs:

My deepest admiration goes to Dorothy Counts ("Troubles Beset School Opening," LIFE, Sept. 16) for her quiet dignity and courage in the face of the indecency committed upon her by these tragic boys.

RUPERT KETTLE

Grand Rapids, Mich.

Sirs:

Prejudices like this are not inherited. The blame for the present turbulence lies solely with the parents.

AUDREY M. STINE

Pluckemin, N.J.

Sirs:

I don't like the way LIFE has treated Governor Faubus. After all, Mr. Faubus has power of conviction and he held to it. Your article doesn't show anything but bad taste.

NICHOLAS FERRARO

New York, N.Y.

Sirs:

Here is one white woman who is thoroughly ashamed of Governor Faubus and all the people of my race who are like him.

MRS. CHARLCIE CLEMENTS

El Paso, Texas

A LOOK AT THE WORLD'S WEEK

Sirs:

LIFE gives the impression that there was an angry reply from our organization to the police estimate of our Times Square meeting (A Look at the World's Week, LIFE, Sept. 16). Let me assure you that there was a difference of opinion, but no anger.

And whether the crowd was 60,000, 75,000 or 125,000 is of no importance. The fact that in Times Square, which is usually known for its revelry and amusement, thousands of people were carrying Bibles, singing hymns and listening to the Gospel preached is the important thing.

BILLY GRAHAM

Montreat, N.C.

Sirs:

LIFE mentioned that the Jamaican train wreck was the eighth worst railroad disaster in history. What was the worst?

L. WEINBERG

New York, N.Y.

● It occurred on Dec. 12, 1917 at St. Michel, France, near the Italian border, where a French troop train jumped the rail. Wartime censorship cloaked the disaster and it was not until 16 years later that the details were released: 535 dead, 243 injured.—ED.

FRENCHMAN LOOKS AT U. S. WOMEN

Sirs:

It is so refreshing to read Monsieur Boulat's comment that American women "have the sweetest smiles in all the world" ("A Frenchman Looks at American Women," LIFE, Sept. 16). This is in direct contrast to all those criticisms we usually receive.

MRS. JOE C. DENMAN

Diboll, Texas

Sirs:

Monsieur Boulat may be a fine photographer but his outlook is warped. He criticizes American girls for looking like "ambulatory beauty shops." He doesn't seem to realize that they may be doing it to save the time and money it would otherwise cost for beauty parlor treatment. Thank heaven our American husbands appreciate this.

MONA SCHORR

Merrick, N.Y.

Sirs:

How "casual" is beauty when a women has to use all that hardware to get her hair to look right?

LEONARD DIAMOND

Los Angeles, Calif.

MISS AMERICA

Sirs:

How much we'd love to claim pretty Marilyn Van Derbur, 1957 Miss America, as a University of Denver student ("Backstage in Quest to Be Miss America," LIFE, Sept. 16). But it just ain't so: she attends the University of Colorado at Boulder. But both her mother and father are graduates of the University of Denver, class of 1929.



MARILYN AS A COED

BUD MAYER

Denver, Colo.

● The error was caught in most copies of LIFE.—ED.

THE U. S. GIVES THE BAG THE EYE

Sirs:

What is this world of ours coming to when the newest fashion is nothing but a dressed up burlap bag ("The U.S. Gives the Bag the Eye," LIFE, Sept. 16)? LIFE says an advantage is that it covers up figure flaws. In my opinion, a woman wearing such a bag has no figure but looks like an overstuffed ostrich.

HARVEY PECK

Durham, N.C.

Please send



to _____
name

address

city zone state

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Knowledgeable people buy Imperial

—and they buy it by the case





Whiskey by Hiram Walker

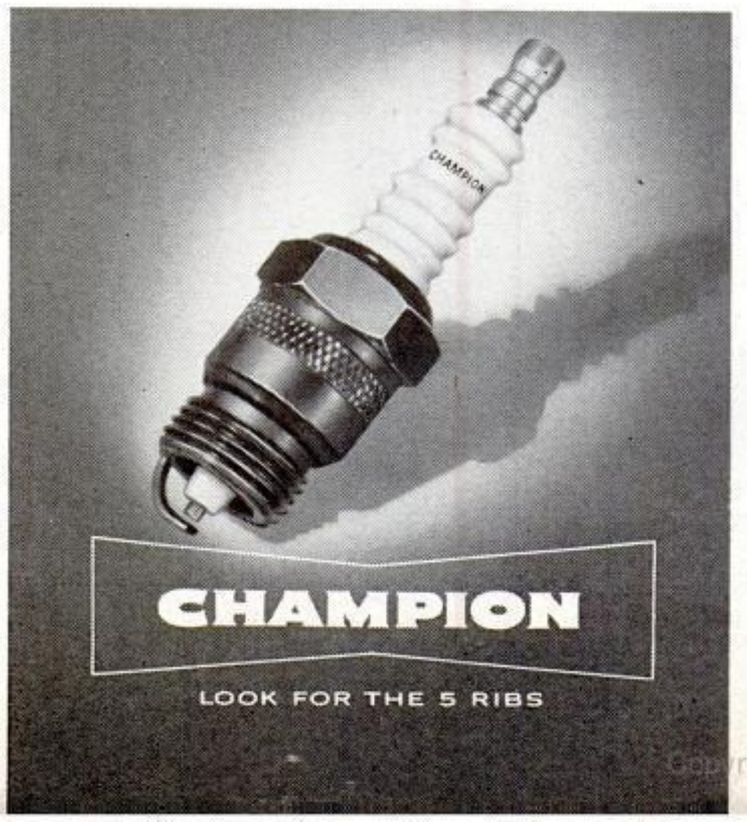
BLENDED WHISKEY • 86 PROOF • 30% STRAIGHT WHISKEY • 6 YEARS OR MORE OLD • 70% GRAIN NEUTRAL SPIRITS • HIRAM WALKER & SONS INC., PEORIA, ILLINOIS

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The beautiful Edsel Citation two-door hardtop. All 18 models in the new Edsel line are equipped with Champion spark plugs.

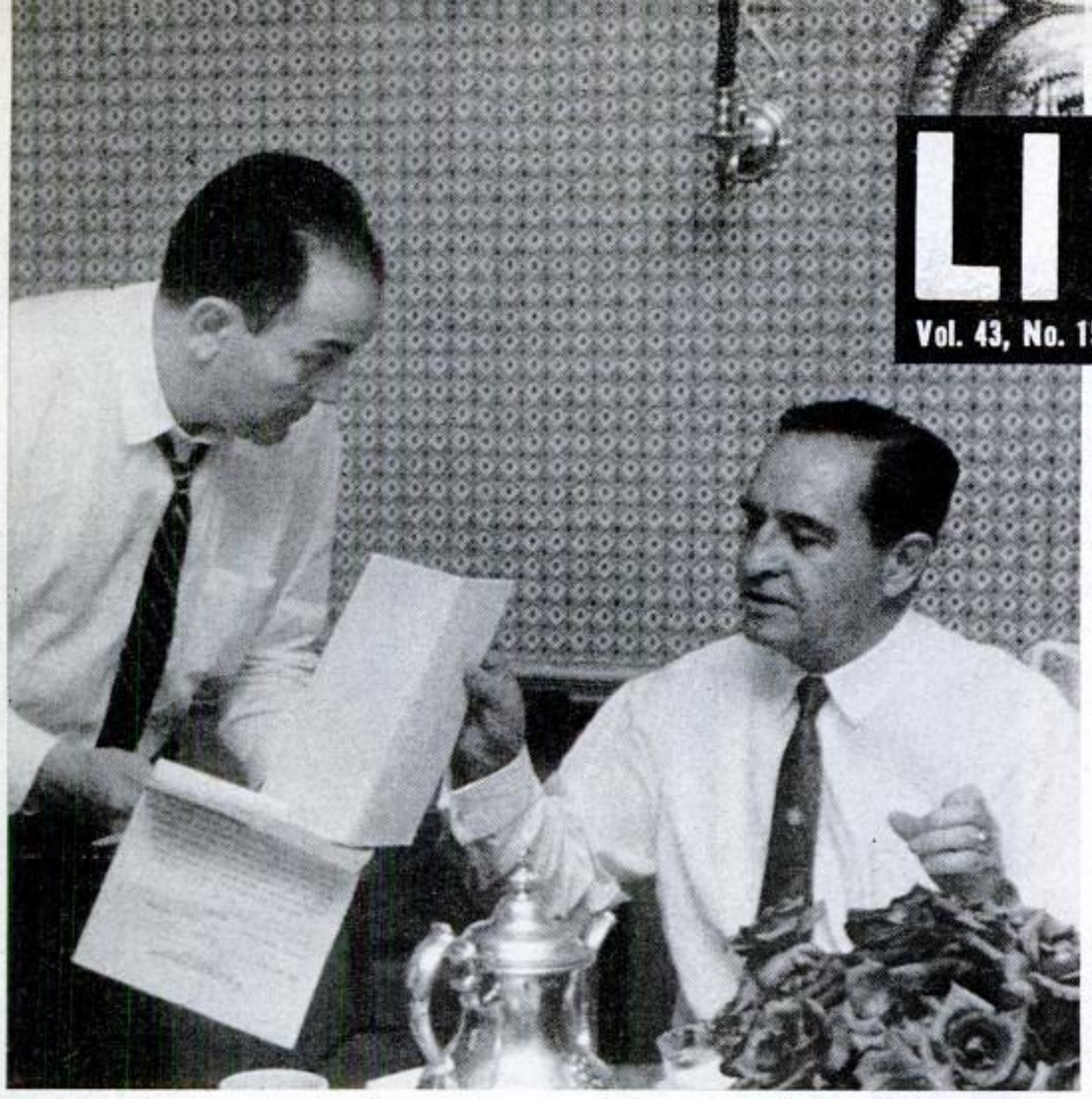
Champion welcomes the Edsel to its distinguished roster of 36 great cars

It's a fact! With the addition of the Edsel—newest member of the Ford family of fine cars—36 great cars throughout the world now use Champions as standard equipment. This means more than twice as many cars use Champions than any other plug. Why? Because Champions give every car—including your car—full-firing power . . . all the power you paid for!



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LIFE
Vol. 43, No. 15 Oct. 7, 1957





GOVERNOR'S GOOD FRIENDS, Jimmy and Eleanor Karam, were photographed with him. In first picture Jimmy (*left*) lends a helping hand during press conference at which Faubus explained calling up of Guardsmen. At right, Eleanor dances with Faubus during last week's governors' conference.

GOVERNOR WITH AN ASSISTANT AGITATOR FOR PROMOTING TROUBLE

A HISTORIC WEEK OF CIVIL STRIFE

When he called up National Guardsmen to keep Negro students from entering Little Rock's Central High School, Governor Orval Faubus of Arkansas said violence would result if integration were permitted. Last week, the Guardsmen removed on federal court order, the governor's prediction was borne out in a historic week of civil strife. But there was growing belief that the governor and his entourage had taken steps to make his own predictions come true. President Eisenhower spoke generally when he called Little Rock a situation in which "a state . . . encourages mobs . . . to flout the orders of a federal court." Others were more specific in making charges of a direct link between the governor and the mob violence.

Having withdrawn the Guardsmen, Orval Faubus left for a conference of southern governors in Sea Island, Ga. With him were Mrs. Faubus and the wife of his close crony, Jimmy Karam. While the governor danced with Mrs. Karam at Sea Island, Jimmy Karam stayed behind in Little Rock. When violence erupted at Central High next morning, Jimmy was there (*below*) and active. Reporters at Little Rock were suspicious of his role. Little Rock's mayor came out bluntly and called Karam, once a professional strikebreaker, a "principal agitator" of the mob. The FBI began an all-out investigation of the governor's Pal Jimmy (*see also pp. 44-45*) and his role in starting Little Rock's turbulent week.

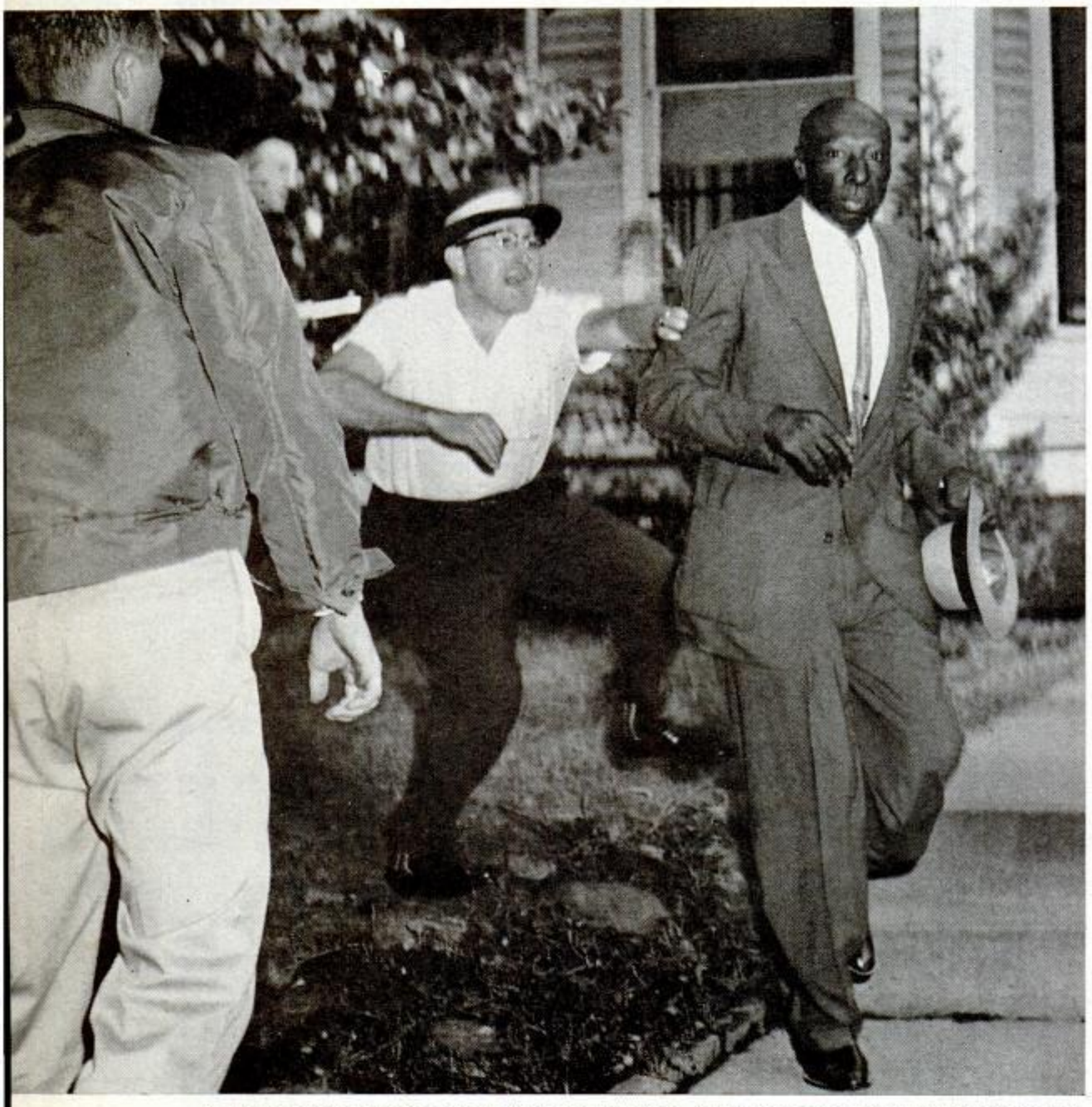
JIMMY KARAM ON THE SCENE (*arrow*) was part of the crowd on the first day of violence outside Central High. Photographer Ramon Williams, who is being shoved from behind and was later attacked, is arguing with a policeman. During this exchange Karam was heard to cry, "The nigger started it."



AROUSED MOB ON HAND TO MAKE FAUBUS PREDICTION COME TRUE

On Sept. 23, the day the nine Negro children were finally free to enter Little Rock's Central High, the mob was on hand to support the governor's prediction. As it waited for the children it found scapegoats for its fury. What happened to a Negro newsman (*below*) was an extreme but not isolated example of what happened to other journalists.

Meanwhile the Negro students slipped unobserved into the school. A

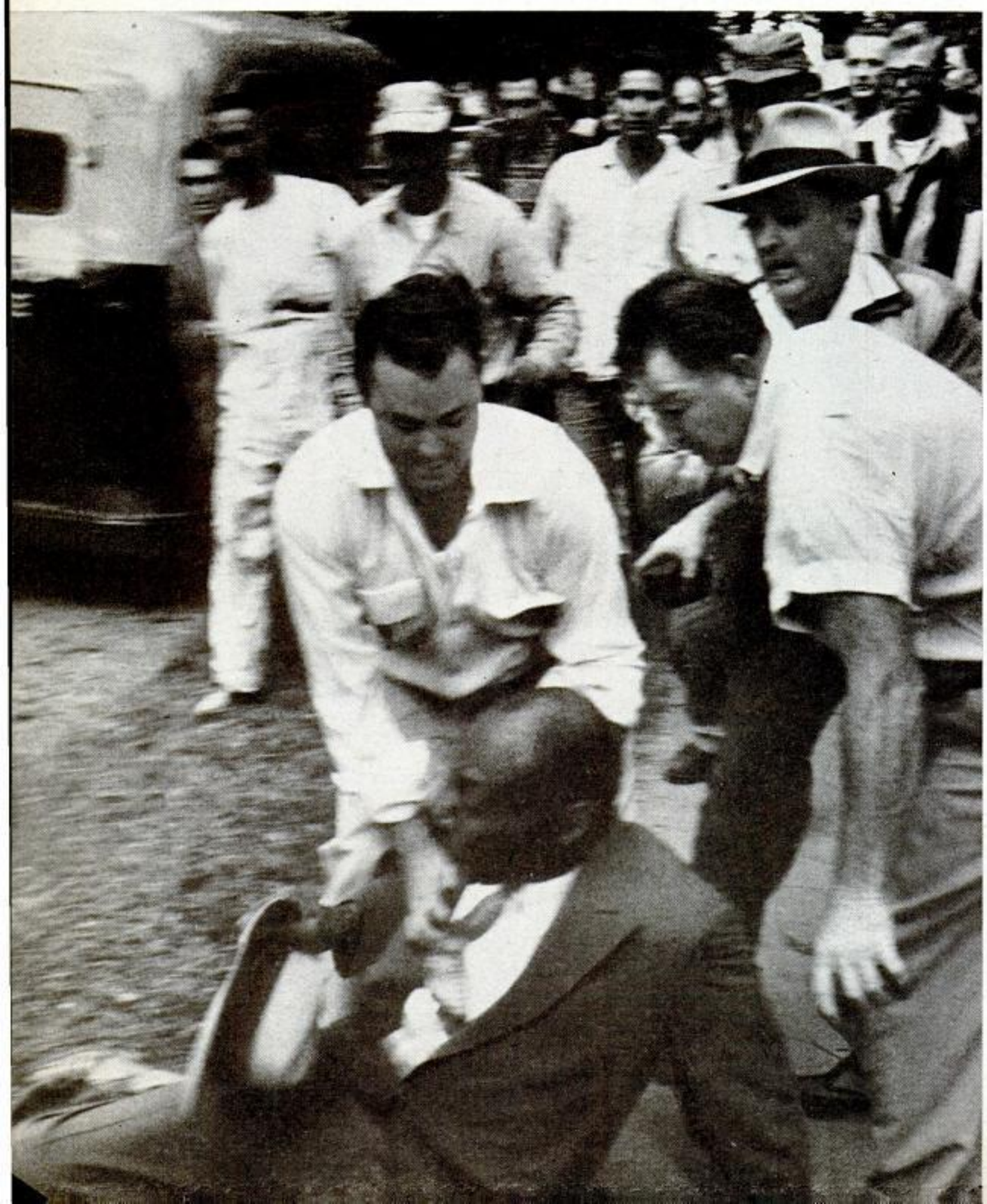


A WHITE MAN FROM MOB GRABS EDITOR ALEX WILSON OF MEMPHIS, TENN.



ANOTHER MAN LEAPS ON WILSON'S BACK AND GETS A STRANGLEHOLD ON HIS

KNOCKED TO GROUND, WILSON GETS MORE MAULING FROM A YOUNG WHITE



KICK IN CHEST LANDS ON WILSON JUST BEFORE HE GETS AWAY. POLICEMEN



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few girls screamed, "The niggers are in our school." Hysterical parents, crossing police lines, went into the school to bring their children out. The Negroes in the classrooms were not molested but city authorities, alarmed at what went on in the streets, abruptly sent them home at noon. For the rest of the day, interracial brawling sputtered in Little Rock. That evening President Eisenhower took his first step at intervention.



NECK AS WATCHING BRAWLERS SCREAM OUT, "GO HOME, YOU S.O.B. NIGGER"

NEARBY DID NOTHING TO PROTECT WILSON OR TO JAIL HIS ATTACKERS





"LIFE" TEAM, arrested for being attacked by the mob, leaves the Little Rock jail with local reporter (shirtsleeves). Release of Paul Welch (*left*), Francis Miller (*center*) and Grey Villet (*right*) was arranged by Roy Rowan (*second from left*).

ASSAULTS UPON THE PRESS

While seven newspapermen were hurt in Little Rock, LIFE*'s representatives were prime targets for the demonstrators. Roy Rowan, in charge of* LIFE*'s team, reports on the conditions in front of the Central High School.*

Photographer Grey Villet and Reporter Paul Welch, and Photographer Francis Miller and I started working early in the morning in two teams at opposite ends of barricaded Park Avenue in front of Central High School. A couple of middle-aged lady agitators kept pointing Miller and me out to the six-foot goons at our end of Park Avenue, encouraging them to get us out of there.

Suddenly a tall, ugly-looking bruiser reared back, cocked his fist and socked Miller flush in the mouth. Miller landed in the grass, knocked out cold. I grabbed hold of the guy who had struck the blow to keep him from going on and kicking Miller. A couple of other guys grabbed me. Then Miller managed to get up and stumble a few feet toward the Little Rock police patrol who hadn't made a move to help him.

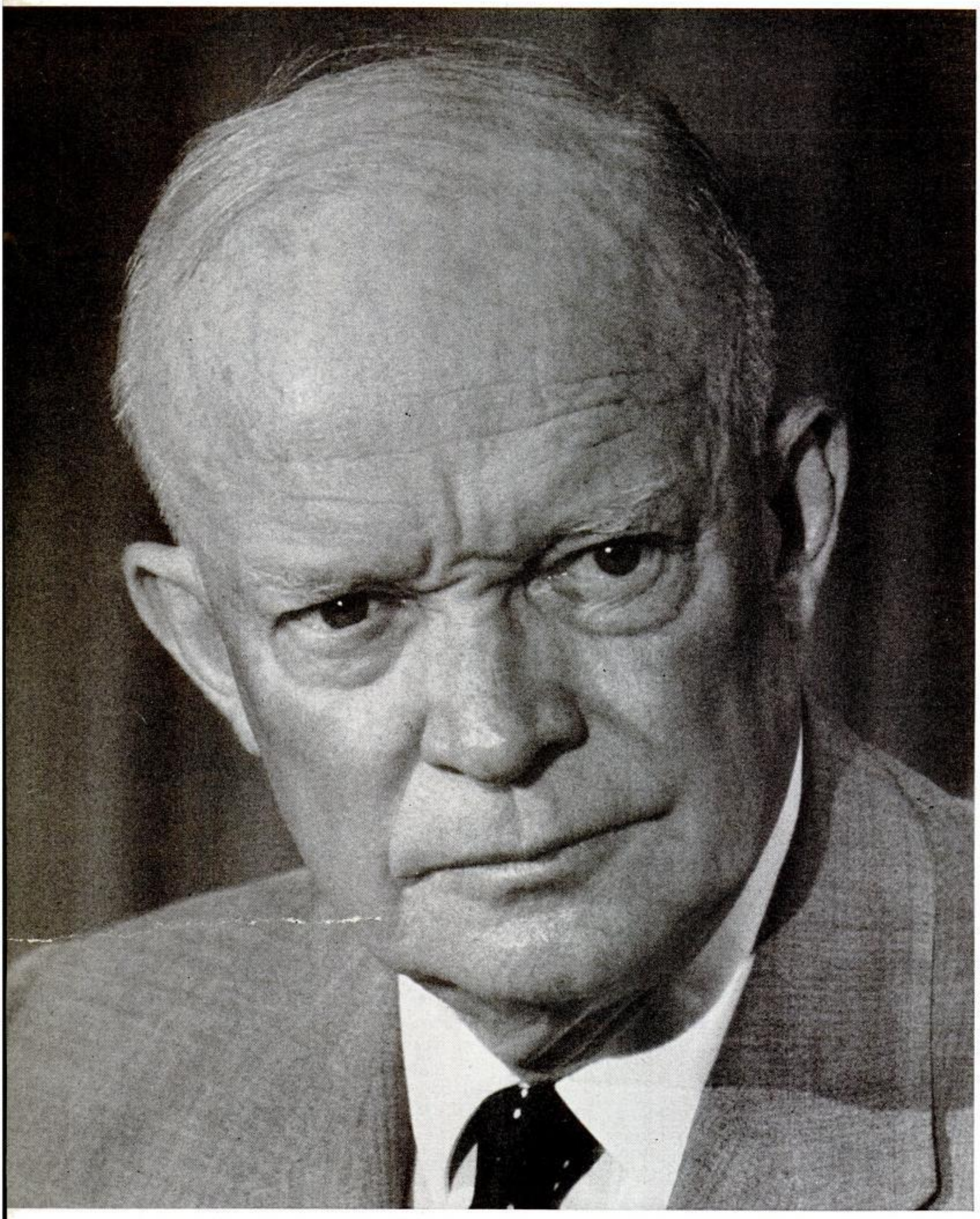
The police hauled Miller, who was bleeding quite badly, into the paddy wagon parked at the school entrance. Then they shoved his attacker right in too. He lunged at Miller again but quieted down when a cop warned both of them to stop the ruckus. At the police station, Miller was booked for "inciting a disturbance" or, as he said, "for hitting a guy in the fist with my face."

Meanwhile Villet and Welch were being cornered by a crowd that yelled at them to get out. Every time Villet and Welch tried to get clear of the crowd, someone stepped squarely in their way. When they did work their way over to the cops, the cops told them to get back on the sidewalk and just pushed them back into the mob. Now they were trapped, the crowd smelled blood and started to swing. Villet took mostly body blows, Welch got hit in the face, neck, back of the head and ribs. Finally the cops extricated them and started them off to the jail too.

I was at the jail trying to get Miller out when Villet and Welch were ushered in. I had managed to hire a lawyer who succeeded in getting the police chief to drop the "open charges" against Villet and Welch. And for $200 bail we got Miller back too, after three hours. We learned that his assailant, H. Y. Turner, was from North Little Rock, had no children in the school, had a record of previous arrests—for varieties of drunkenness, for resisting arrest and for disturbing the peace. Fines had been imposed on him nine times, and he had been committed five times to jail.

CONTINUED 39

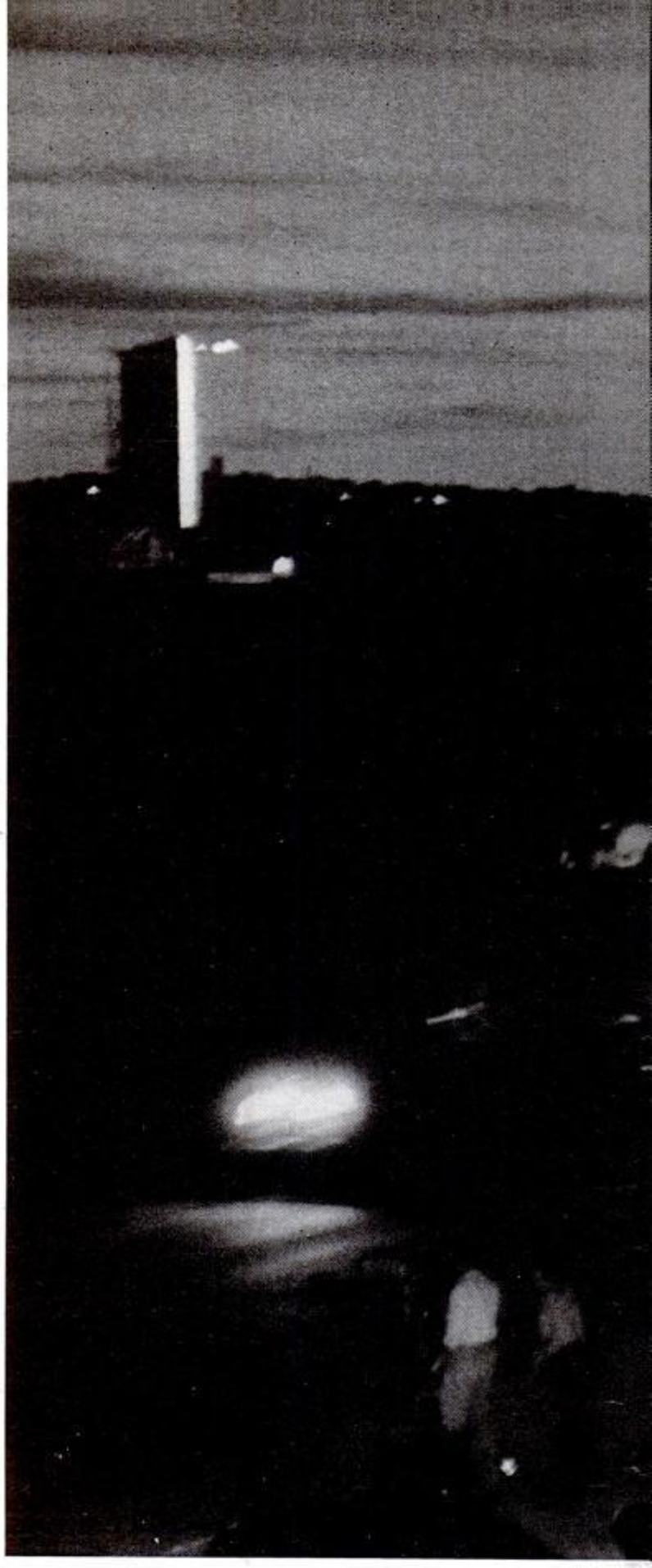
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IN A GRAVE ADDRESS, President Eisenhower talks to the nation on TV and radio as he excoriates Little Rock mob rule and tells why it was his duty to send federal troop contingents into the city.



PLANNING TROOP USE, Secretary of the Army Wilber Brucker (*foreground*) confers with personal staff in Pentagon office on the implementation of the executive order to send soldiers to Little Rock.



BLAZING INTO LITTLE ROCK ON TUESDAY NIGHT,

A STERN PRESIDENT'S 'INESCAPABLE' ACTION

The reports coming into Washington from Little Rock clearly indicated the inability—and in some instances the unwillingness—of the Little Rock police to cope with the mob. President Eisenhower thereupon issued an emergency proclamation, ordering obstructionists to "cease and desist" from interference with integration. But when his legally correct order (*see Editorial, p. 48*) went unheeded and a mob ringed Central High a second day, the President took a sterner decision. The President directed federal troops to enter Little Rock. Within hours, troops of the 101st Airborne Division were being airlifted from Fort Campbell, Ky. to Little Rock and were rolling into the city in a bristling nighttime convoy.

Then the President made a nationwide TV broadcast from the White House to explain his action. He recalled federal court decisions ordering school integration in Little Rock, their frustration by the mob. He said, "Whenever normal agencies prove inadequate to the task and it becomes necessary for the executive branch of the federal government to use its powers and authority to uphold federal courts, the President's responsibility is inescapable."

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JEEP CONVOY OF 327TH AIRBORNE INFANTRY FROM 101ST AIRBORNE DIVISION SPEEDS IN FROM AIRPORT WHERE THE UNIT LANDED IN "FLYING BOXCARS"



ON THE DOUBLE, soldiers of the 1st Airborne Battle Group, 327th Airborne Infantry run to break up a crowd that had started forming. By this kind of maneuver, which the police previously had not used, trouble was stopped before it started. Helmeted troops carried full combat gear, M1 rifles with bayonets.

CONTINUED

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FIGHT STARTED BY CIVILIAN brings the soldiers into action. C. E. Blake, a railroad employe, tries to grab the rifle away from a 101st Division paratrooper.



GRAPPLING WITH SOLDIER, Blake keeps his grip on the rifle and falls, pulling the soldier after him. Another trooper stepped in and hit Blake with his rifle butt.



BEING INTEGRATED, the Negro pupils with their paratroop escort walk up steps into Central High on Thursday as white children watch quietly. By Thursday only five white children walked out in protest.



THE MILITARY DISPOSITIONS around Central High deployed the 1st Airborne Battle Group, 327th

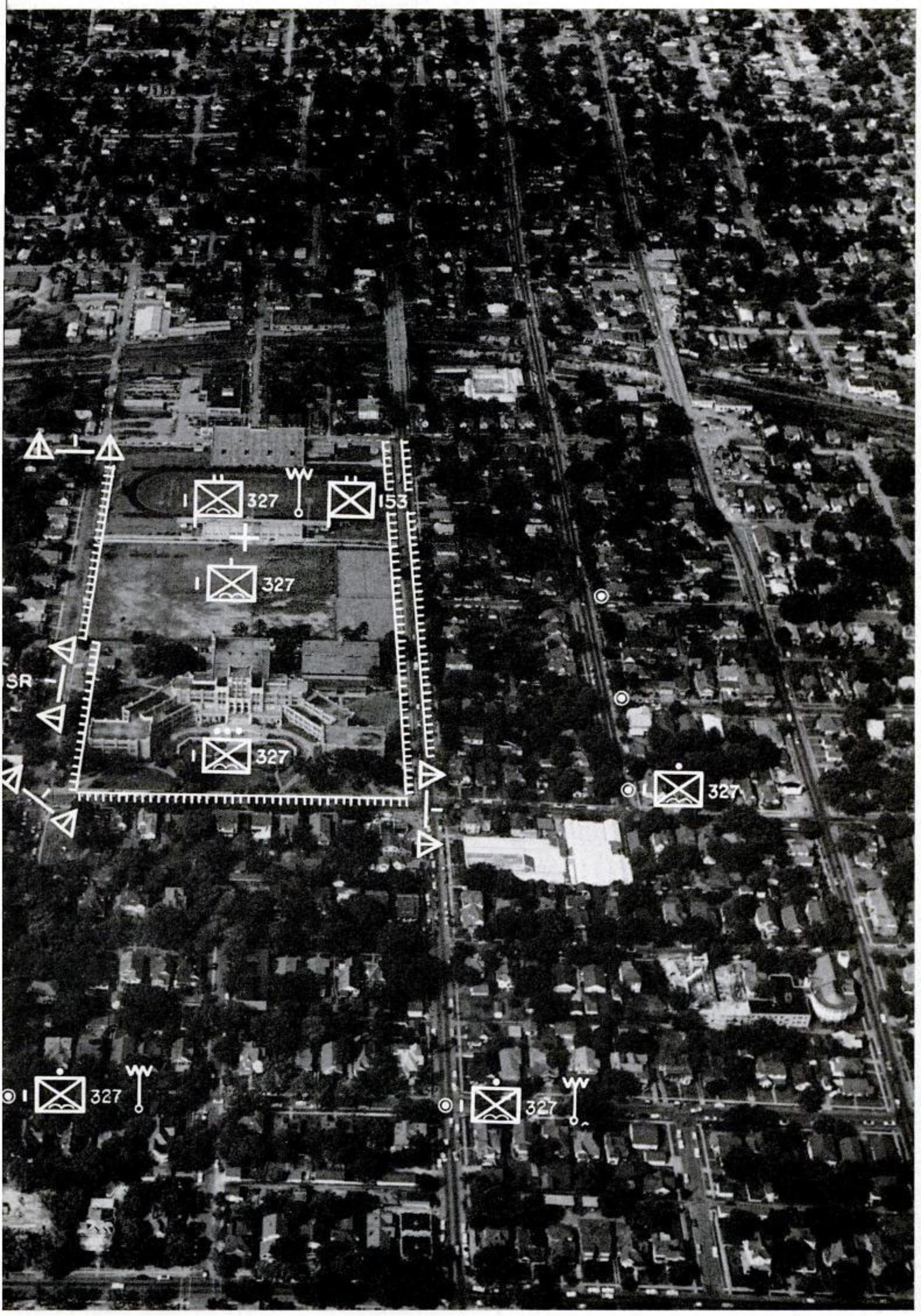
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DRIVING BACK CROWD that tried to reach Blake as he rolled, bleeding, on the ground, the paratroop line advances at master sergeant's command, "Bayonets at the back of their heads, move 'em fast."



END OF SCUFFLE comes as Blake rises to his feet. He was treated at the hospital, but was not arrested.



Airborne Infantry of the 101st Airborne Division at barricades, screening posts and lined before school. Reserves stood by. Battalion from Arkansas National Guard that President had federalized shared duty.

WHAT FAUBUS SAID— AND WHAT HAPPENED

The paratroopers fanned out to their stations (*map, left*) and checked the crowd. For two days they brought the Negroes into Central High (*opposite page*). Then Faubus took to TV to reconstruct the battle of Little Rock.

The governor bewailed "the use of sharpened naked bayonets on schoolgirls . . . the bludgeoning of others with rifle butts and the wholesale arrests" made by the paratroopers. He dramatically brandished a picture (*below*) of C. E. Blake to support his charges.

Actually, as the pictures at the top of these pages show, Blake had assaulted a paratrooper. As for Faubus' bayoneting charge, not a schoolgirl had been touched but one man had been pinked when he accidentally swung his arm lightly against a bayonet. The "wholesale arrests" totaled eight, mostly of people who refused to move on. They were turned over to civil authorities.

Faubus also claimed that "teen-age schoolgirls have been taken by the FBI and held incommunicado for hours of questioning." In Washington, FBI Chief J. Edgar Hoover had tougher words. He called Orval Faubus a liar.



DEFIANT FAUBUS in TV speech attacking the use of federal troops shows picture of clubbed Blake.

CONTINUED 43

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PEACEKEEPERS, Col. William Kuhn (*left*), 101st Airborne, Maj. Gen. Edwin Walker, inspect school.

FLAG WAVER, Governor Faubus rides past lackadaisical crowd at Yell County (Danville, Ark.) fair. →





INTEGRATION LEADER, Mrs. Daisy Bates (*center*), president of Arkansas N.A.A.C.P., encourages students at her home (*from left*): Elizabeth Eckford, Minnie Brown, Melba Pattillo, Thelma Mothershed.

OUT OF BATTLE AREA

After some flurries of resistance the U.S. troops had brought calm to the school. No citizen, including the President, thought that this settled anything except that the federal government is supreme. This is all the troops were supposed to prove—they were not charged with trying to settle anything else about integration. For his part Orval Faubus was glad to hie off to the hinterland, ostensibly to tackle pleasanter duties of office (*above*). But he still had a tough chore—explaining Jimmy Karam.

The friendship between Orval Faubus and "Jimmy the Flash" dates to the governor's 1953 campaign. Jimmy was in the camp of Faubus' opponent and helped engineer a smear campaign linking Faubus to the Communists. The plot backfired but, just before elections, Karam nimbly switched his support. Faubus rewarded Jimmy by seeing that he was made head of the state athletic commission.

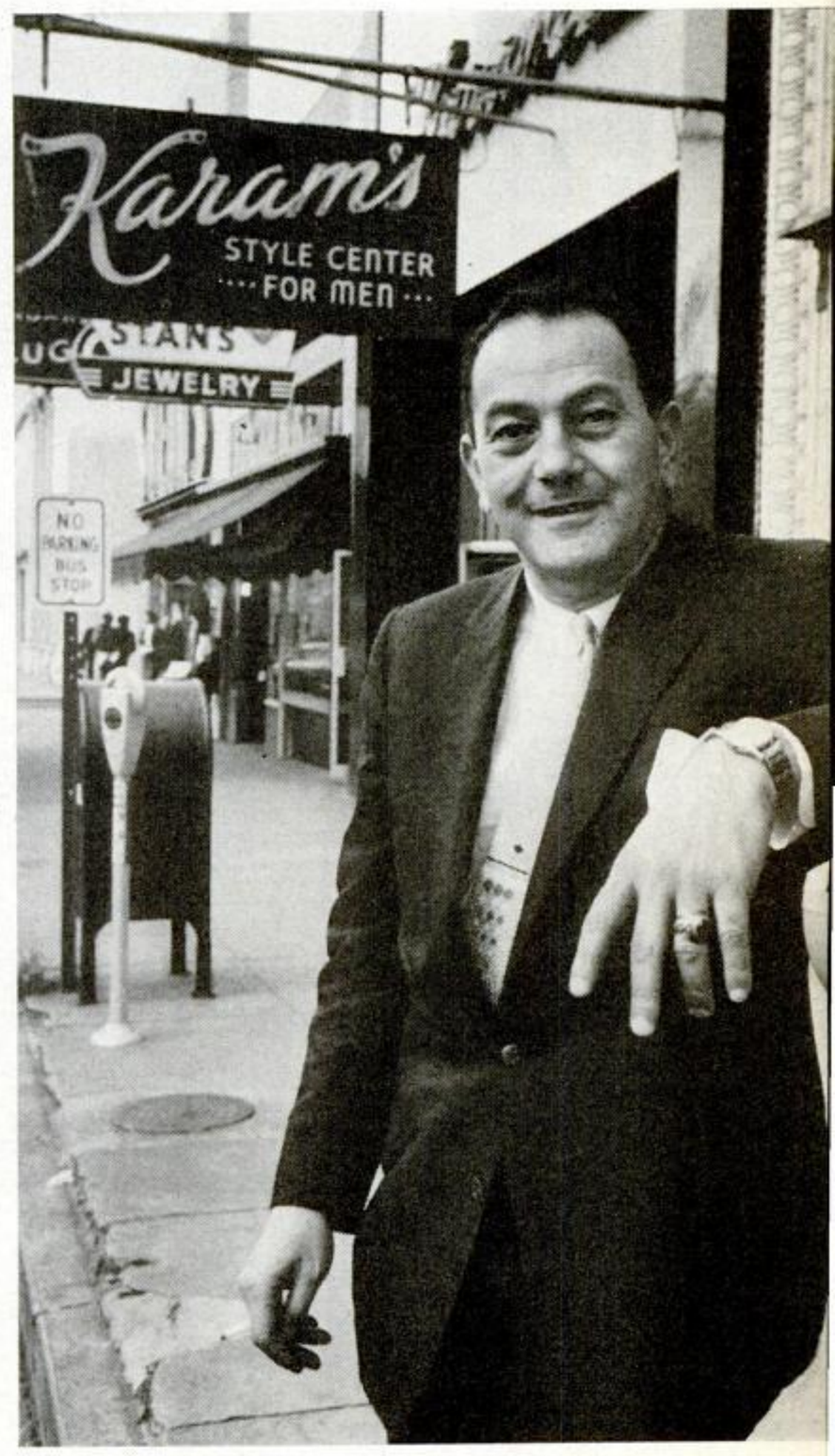
Jimmy, today at 44, is a glib talker with considerable charm and a sophistication—Orval Faubus admires that. After college, where he played football, he hired out as a bodyguard

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HAPPY TARGET, Faubus genially submits to two kisses by beauty winners at the Yell County fair.



JIMMY (THE FLASH), outside his clothing store, waits out the controversy over his part in violence.

BUT WITH JIMMY'S ROLE STILL UNEXPLAINED

and later taught calisthenics in the Navy. In 1946 he founded the Veterans Industrial Association Inc. Ostensibly V.I.A. was a labor union, but it aimed to thwart organization drives by the A.F.L. and C.I.O. It showed its real purpose by helping break a number of strikes, notably at the Merrill-Stevens shipyard in Jacksonville and at a big cafeteria in Orlando. Then the Florida attorney general, who first applauded Karam's aim, later threatened to prosecute him as a common-law cheat and embezzler.

With V.I.A. in trouble, Karam took up a new career as football coach at Little Rock Junior College. That career ended abruptly when a mysterious deficit turned up in the team's traveling expenses, which Jimmy administered. Jimmy turned to a liquor firm called the Sun Export Co., whose prosperity was attributed to its shipments into dry Mississippi.

Jimmy sold his interest in the Sun Co. and opened Karam's Style Center. Then his association with Governor Faubus began. He joined the Urban League, an interracial group aimed at bettering racial relations, and missed being elected president by just one vote. He even took to preaching at Negro churches.

But at Central High, Jimmy was on hand and so were some of his burly aides from V.I.A. People noticed Jimmy give a quick nod here, whisper in an ear there or duck into a gas station opposite the school to make telephone calls. After several of his calls the size of the crowd tripled. At one moment, Jimmy led a squad of five husky whites off toward a school entrance the Negro students were expected to use—but didn't.

Jimmy said he was at Central High out of concern for his son and daughter who are students there. (They live with Jimmy's first wife who charged in her divorce suit that he used to beat her in front of the children.) As for the charge he is against integration, Karam says: "It's so absurd. After all I'm an adviser on the athletic board at Philander Smith College, the largest Negro college in town."

While the truth about Jimmy was being pursued, Central High School started again to go about its business almost as usual (*next page*).

CONTINUED 45

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STUDENTS, PEACEFUL SO FAR, PLAYING AND CHEERING TOGETHER



EATING AMID WHITES, Negro student Terrence Roberts sits in Central High cafeteria during lunch.



CHEERING WITH WHITES, Minnie Brown helps practice school yells. This was Wednesday when school turned out, ostensibly for fire drill, actually because of unfounded report bomb had been planted.



PITCHER IN GYM CLASS SOFTBALL GAME, MINNIE BROWN (CENTER) RUNS WITH HER SCHOOLMATES DURING CHANGE OF SIDES WHILE TROOPS (RIGHT) LOOK ON



HAPPY BIRTHDAY of Gloria Ray (*second from right*) is celebrated by Central High schoolmates, (*from left*) Thelma Mothershed, Minnie Brown, Melba Pattillo.



FRIENDLY RELATIONS prevail between Linda Cook, 16, who refused to attend school, and Lieutenant Snodgrass even though he would not let her in for a visit.

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BACKING THE SCHOOL THEY GUARD,
PARATROOPS CHEER CENTRAL HIGH
TOUCHDOWN AGAINST BATON ROUGE

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EDITORIAL

THE EAGLE AND THE ROCK

THE BAYONETS IN ARKANSAS AFFIRM OUR NATION'S BASIC FOUNDATION IN THE LAW

Law and order have returned to Little Rock. Every good citizen of that community, and every law-respecting citizen of the nation, breathes easier because of it.

The law is being executed there, not by the chief executive sworn to uphold it, Governor Orval Faubus, but by the President of the U.S. It is being enforced, not by the proper authorities of the sovereign state of Arkansas, but by the U.S. Army's 101st Airborne Division.

This is the division—with the famous screaming eagle shoulder patch—which occupied Hitler's Adlershorst at Berchtesgaden. Many Southerners were in it; many shared the exaltation at taking the citadel of the "superman" who believed that some people had a born right to rule, even destroy, other human beings.

It is irony, indeed, that the same screaming eagle that came to roost on Adlershorst has had to come to Little Rock, the capital of a sovereign state of the Union, in order to uphold the law of the Republic. History may find it fantastic that a grown man was willing to use state troops to keep nine children out of school. But the President of the United States is writing the new history which says, now and for all time, that such defiance will not be tolerated in a free nation that lives by law.

The President's decision to use federal troops came only two months after he had told his press conference he could not imagine "any set of circumstances that would ever induce me to send federal troops . . . into any area to enforce the orders of a federal court. . . ." This measure of Ike's extreme reluctance to do what Faubus finally forced him to do is a measure also of Faubus' incredible folly in backing the President into such a corner, where there was no choice but to do the very thing that all southern leaders wanted least—enforce school integration with federal bayonets. Faubus now rants of "military occupation" in a city where his own needless use of force provoked the final showdown. But Faubus, who sowed a wind, has reaped a hurricane; seeking to prop the walls of segregation, he has made the roof fall in.

•

Regardless of the President's reluctance to act, there is not the slightest question of his right or his duty to do so. Certain opponents of the Supreme Court's 1954 desegregation decision—such as Columnist David Lawrence—have challenged the President's legal right, but they have spoken too hastily and with inadequate historical study of the President's powers.

Lawrence says that the President's proclamation was based on an 1871 Reconstruction statute whose constitutionality has never been tested in the courts. Actually, the President's right goes all the way back to a law of 1792 which President Washington used to put down the Whiskey Rebellion in Pennsylvania. The 1792 statute states that "whenever the laws of the U.S. shall be opposed or the execution thereof obstructed in any state by combinations too powerful to be suppressed by the ordinary course of judicial proceedings or by the power vested in the marshals," then the President, after first issuing a proclamation to "disperse and retire peaceably," may call forth the militia of the state involved. In 1807 this power was extended to cover the use of national troops for the same purpose. These powers of intervention, and later additions to them, are contained in the new U.S. Code as recodified in August 1956 by the 84th Congress. Most Presidents have had to use these powers at one time or another, whether against smuggling (Jefferson), slave uprisings (Jackson), strikes (Hayes and others), depredations by Coxey's Army (Cleveland), race riots (Wilson, F. D. Roosevelt), or other defiances of federal law.

Even so, critics like Lawrence retort, there is no "federal law" being violated in Arkansas because "there is no federal law forbidding segregation." This also is untrue. The 14th Amendment to the U.S. Constitution requires each state to provide "equal protection of the laws" to every citizen, and the U.S. Supreme Court in its 1954 decision held that such protection now forbids the forced exclusion of Negroes from white schools. Anyone who doubts that this is the law may be referred to a unanimous Supreme Court decision of 1894, which says that the "entire strength of the nation may be used to enforce in any part of the land . . . the security of all rights entrusted by the Constitution to its care."

•

Indeed, where the President is open to criticism is not for exceeding his authority but rather, that in using it, he left room for doubt as to whether he himself believes in the law that he is enforcing. In his speech to the nation he remarked, "Our personal opinions about the [desegregation] decision have no bearing on the matter of enforcement," just as, on earlier occasions, he has stated that his own opinion "makes no difference." Such attitudes, though technically correct and politically prudent, have left room for inference that the President equates the 14th Amendment with the 18th (Prohibition), a disagreeable thing which has to be enforced even though it may be unwise.

It would have been the better part of leadership for the President to reflect the true situation, which is this: *since the time of the 14th Amendment in 1868, the American Negro has so far advanced in economic status and in his expectations as a citizen that a living and progressive law, adjusting itself to changed realities, must now include desegregation as a part of this citizenship.* People might violate the 18th Amendment without feeling guilty, but grown people who curse and spit upon children have a cause to feel guilty, violating, as they do, not only the 14th Amendment but Christ's commandment, "Love thy neighbor."

The President was quite right in casting his Little Rock message to the nation in a spirit of tolerance to the South, in appealing to that "overwhelming majority" who are "of good will [and] united in their efforts to preserve and respect the law even when they disagree with it." The South has a deep-rooted tradition of respect for law; its entire case as made by Calhoun and others, prior to the fatal civil clash, was based on an appeal to law.

Well, the law on Negro rights is clear enough and now the federal government's determination to enforce it is clear too. The President's action in Little Rock has set a pattern applicable to other mobs who employ, or officials who condone, violence against lawful integration. Although Little Rock has made the position of the southern moderates difficult enough, it has made that of the diehard obstructionists completely untenable. No responsible southern leader can want another Little Rock. It should therefore hasten responsible southern efforts toward moderate, orderly plans for desegregation. The white children of the South, no less than the black, need the kind of normal education which cannot be obtained in a thicket of bayonets. But it can be obtained in an atmosphere representative of the new South, that moderate and law-abiding South which can best direct the troubled currents of its own profound change.

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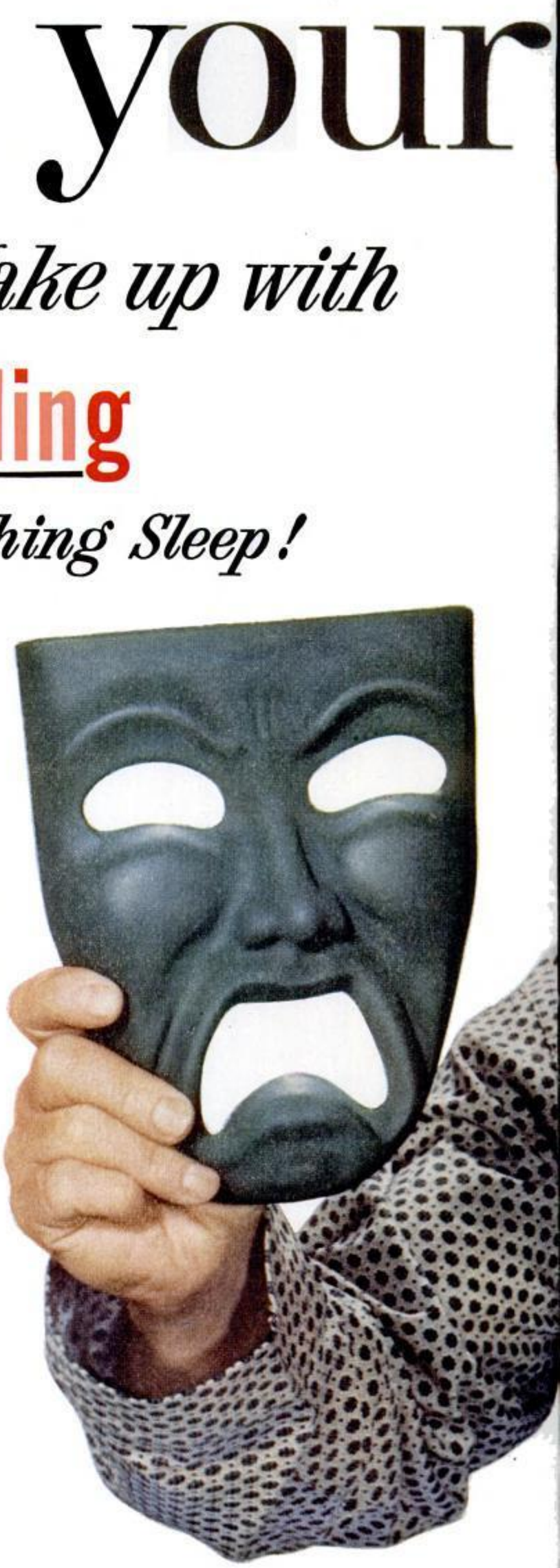
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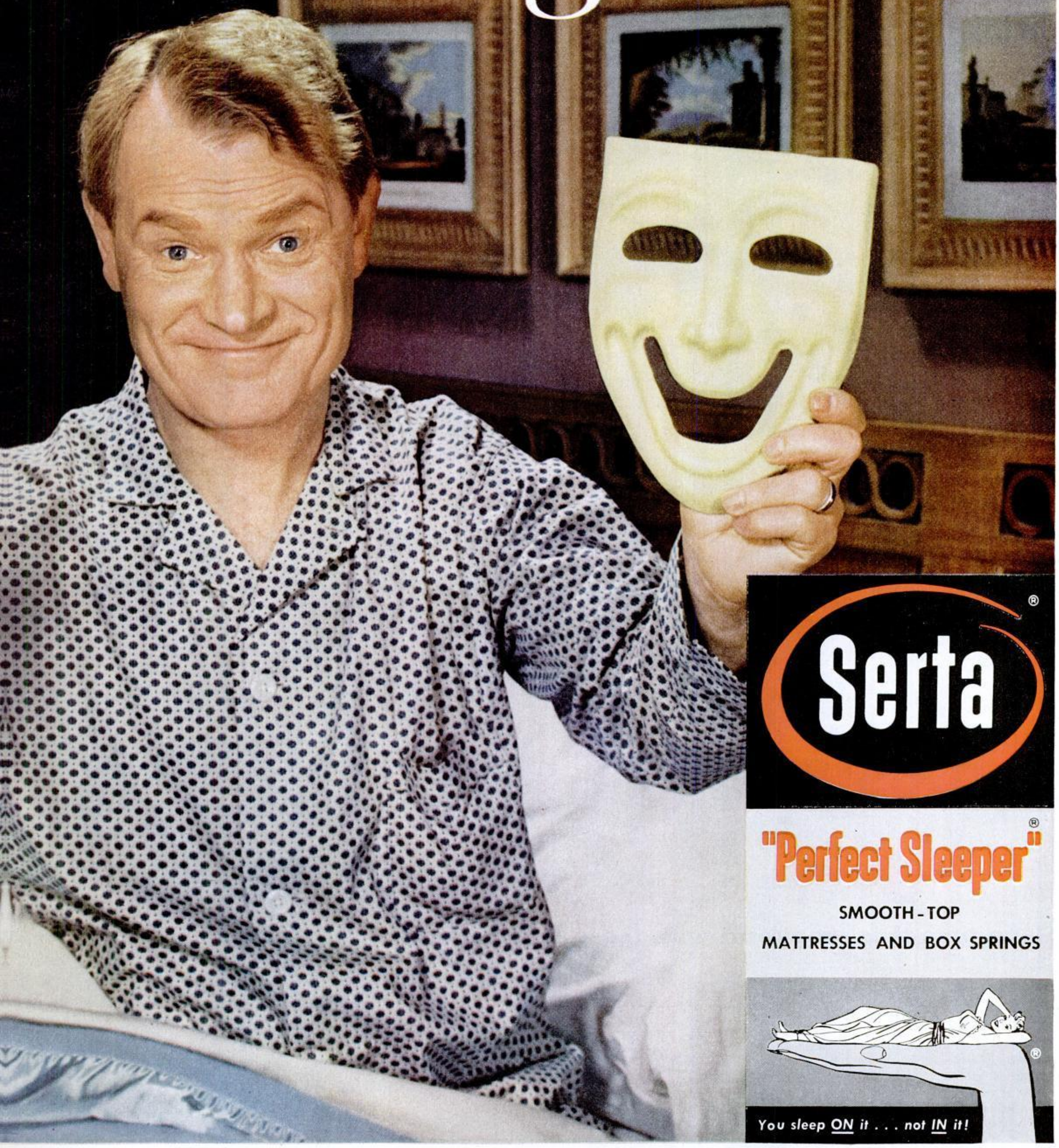
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TURKISH TROOPS PARTICIPATING IN "DEEP WATER" ARE IMPRESSED AS THEY WATCH U.S. MARINES FERRY AN OBSERVATION PLANE ASHORE WITH HELICOPTER

TEST OF FREE WORLD'S MILITARY STRENGTH

U.S. takes lead in NATO maneuvers from Mediterranean to Norwegian Sea to appraise new tactics

In two big maneuvers 2,000 miles apart last week, the free world's Western alliance tested its ability to fight, if need be, with a wide variety of weapons and tactics. One, called "Deep Water," used boats and helicopters (*above* and *p. 56*) to land troops in the Mediterranean. The other, called "Strikeback" (*pp. 54, 55*), was held in the Norwegian Sea.

Strikeback was the bigger exercise. It involved 50,000 men and 150 ships of six nations, but the bulk of the force was from the U.S. American officers diplomatically stressed the fact that it was not a war game aimed at any particular enemy. But it took place in an area in which Russian submarines would pose a serious threat to freedom of the seas. And one of its major purposes was to determine whether a large fleet of NATO ships could move from the Atlantic Ocean into Arctic waters, through the narrow gap off Iceland, without falling prey to subs.

No one tried to be diplomatic about Deep Water. After it was over, Vice Admiral Charles R. Brown (LIFE, Dec. 10, 1956), who commanded it and is responsible for the naval defense of the eastern Mediterranean, felt sanguine: "If I were the Russians, I'd get the hell out of there if a war started. With what we've got, we could make monkey meat of them."

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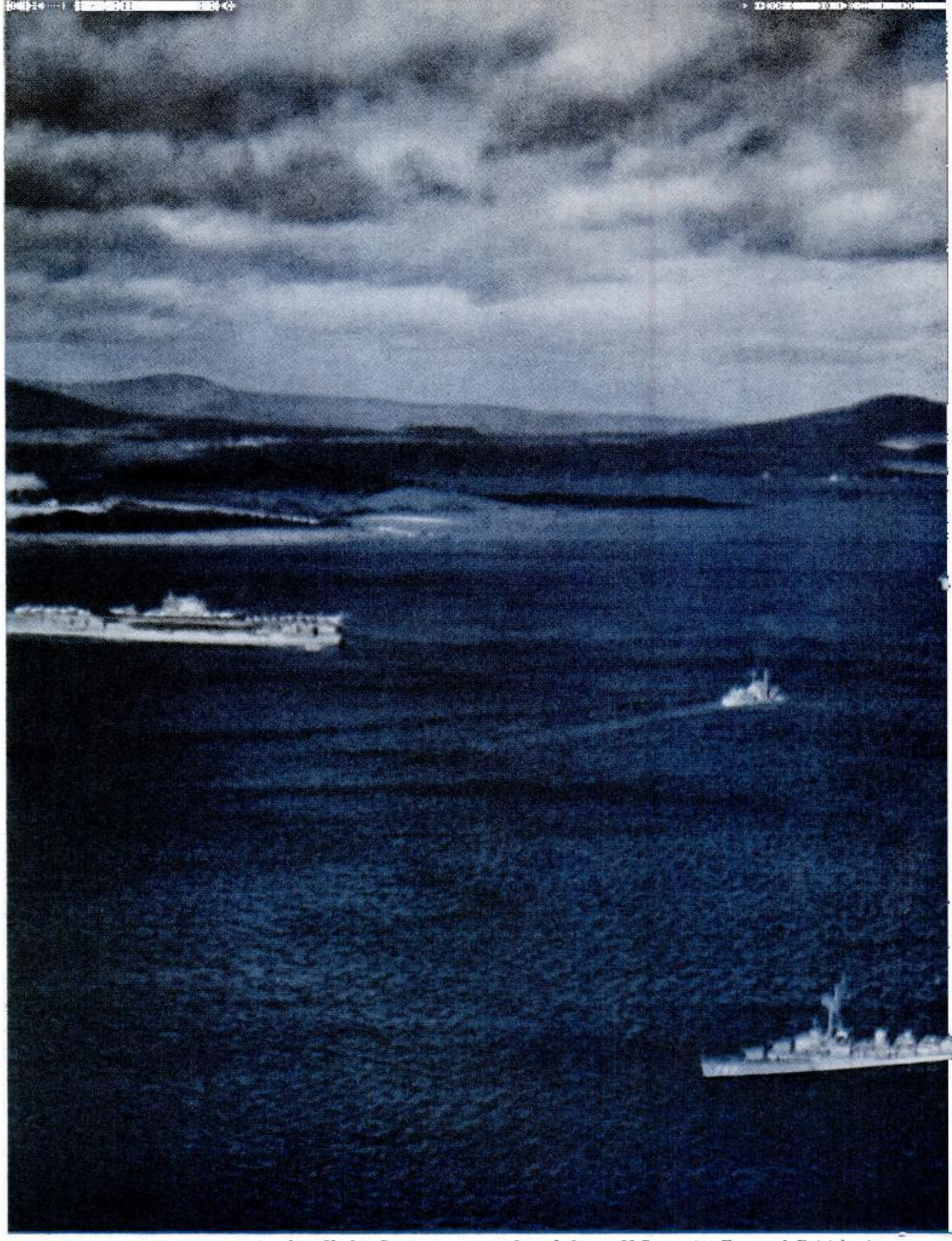
NATO Maneuvers CONTINUED



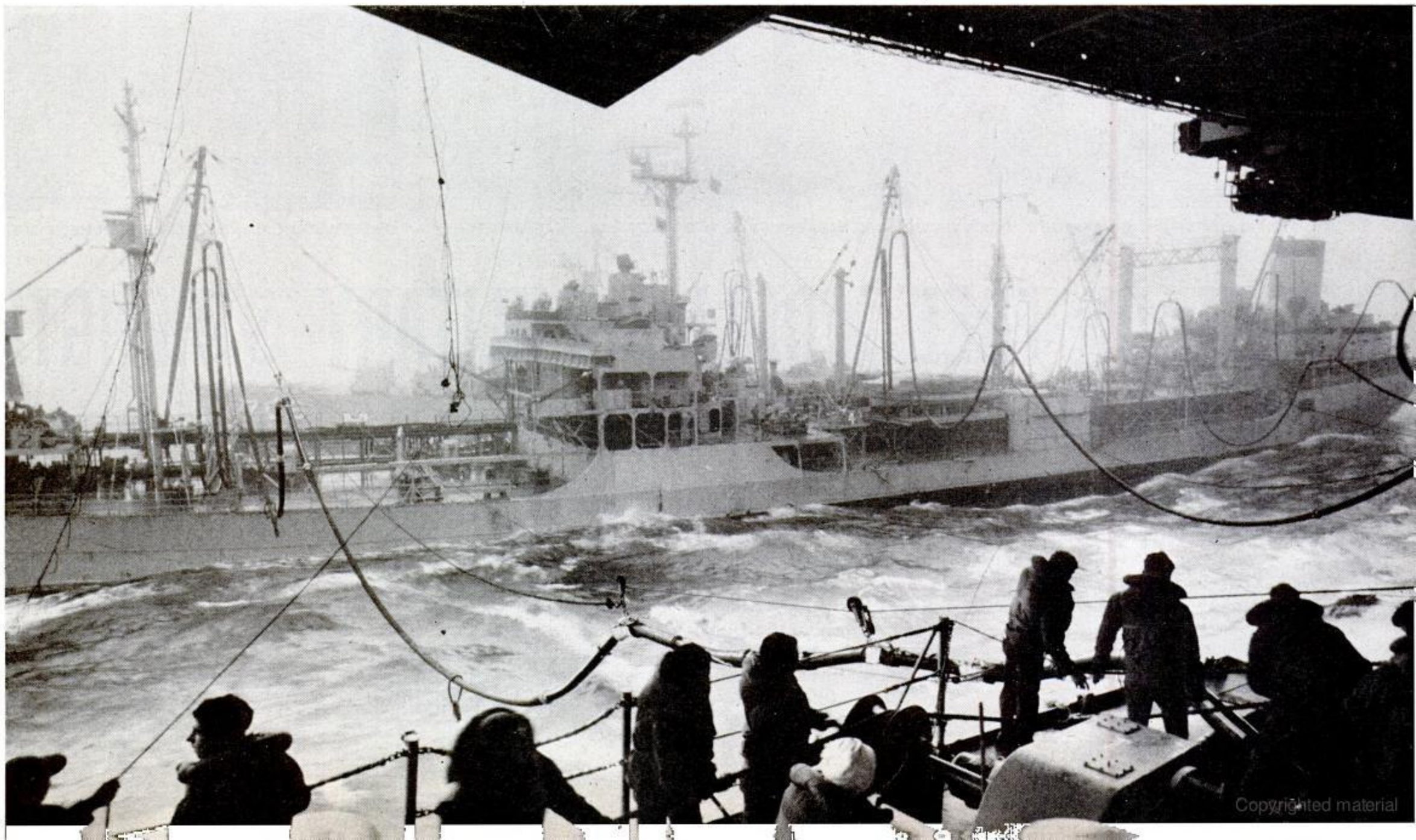
STRIKEBACK COMMANDER, U.S. Admiral Robert Pirie, gives orders to staff aboard command ship.



"ENEMY" COMMANDER, Vice Admiral Lorenzo Sabin, shows how he deploys his subs against Pirie.



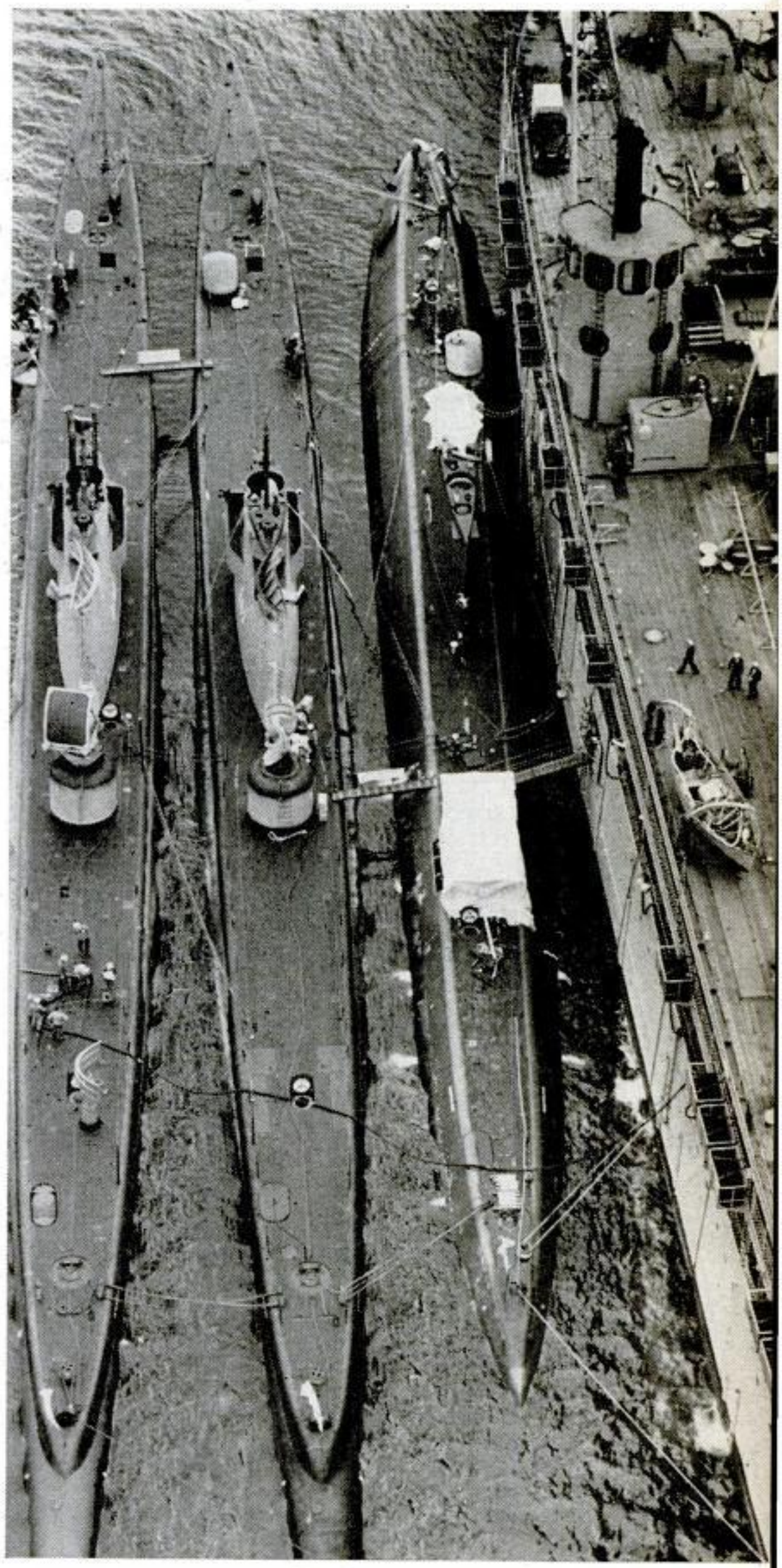
ASSEMBLED FOR ACTION in the Clyde, Scotland, Pirie's fleet waits for exercise to begin. In back row, from left, are U.S. carrier *Forrestal*, British aircraft carriers *Hark Royal*, *Bulwark* and *Eagle* (*in right*



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background). Nearby are British escort vessels. Four larger ships in foreground are U.S. destroyers. Small boat to right of *Forrestal* is an oil barge. Another barge plies between two destroyers in foreground.



ATOMIC SUBMARINE *Nautilus* (*right*) is berthed next to tender along with two radar picket subs.

A MASSIVE FLOTILLA OUTWITS SUBMARINES

As the ships in his Strikeback fleet steamed past Iceland for arctic waters last week, U.S. Vice Admiral Robert Pirie, who commanded the joint U.S.-British task force, ordered them to make maximum speed. A force of "enemy" submarines, commanded by another U.S. admiral, was lying in wait to ambush him. Pirie sent out helicopters to search for the subs with listening devices (*right*). This forced them off course to avoid being sunk. Since the submarines were using listening devices also to spot his ships, Pirie had the ships' engines make as much extra noise as possible to confuse the subs.

The sly tactics worked and Pirie's mighty fleet sneaked through the trap with the loss, on paper, of only one destroyer. From a military standpoint, Strikeback was a success. But like any realistic military training, it exacted its price. Fourteen U.S. flyers were killed when their carrier-based aircraft crashed in the sea.



DUNKING FOR SUBS, a helicopter drags sonar equipment through water. Housed in waterproof shell at end of line, equipment picks up sounds made by submarine, relays its position to helicopter.

◀ REFUELING AT SEA, CARRIER "SARATOGA" (FOREGROUND) TAKES ON OIL AND JET FUEL FROM TANKER

CONTINUED

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TURKISH SOLDIERS, READY TO BE FLOWN INTO MANEUVER AREA BY U.S. MARINE HELICOPTERS, WAIT FOR THEIR ORDERS TO LOAD UP IN THE AIRCRAFT

WITH COPTERS AND ONTOS, THE U.S. MARINES HELP HOLD GALLIPOLI



MANEUVER AREA centered around Gallipoli peninsula, site of great World War I battle. Turks and Marines in exercise made their main landing there.

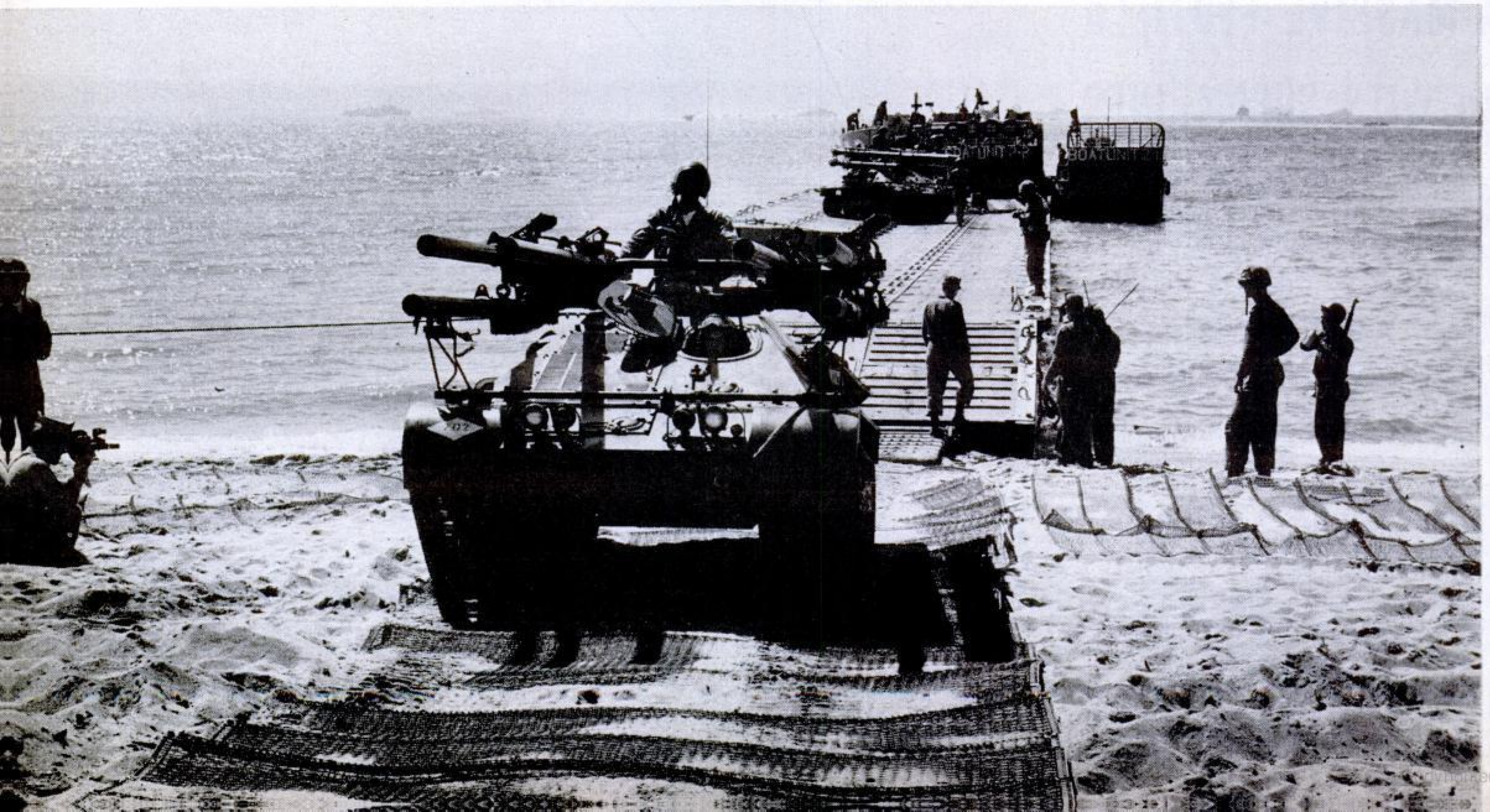
The mission of Operation Deep Water was to test NATO's control of the vital Aegean Sea area in the eastern Mediterranean, and specifically its unified defense of the Dardanelles. This is the narrow strait which lies between the Mediterranean and the Russian-controlled Black Sea and which, if successfully held and sealed off by the Western alliance, could keep Soviet ships out of the Mediterranean in the event of war.

In two days of mock warfare, the U.S. Sixth Fleet landed 8,000 U.S. Marines along the Dardanelles by helicopter and landing craft. The Marines joined up inland with 21,000 troops of the Turkish army to form a firm defensive wedge backed up by atomic weapons, antiaircraft missiles, antitank guns and the fleet's carrier-based jet fighters and jet interceptors.

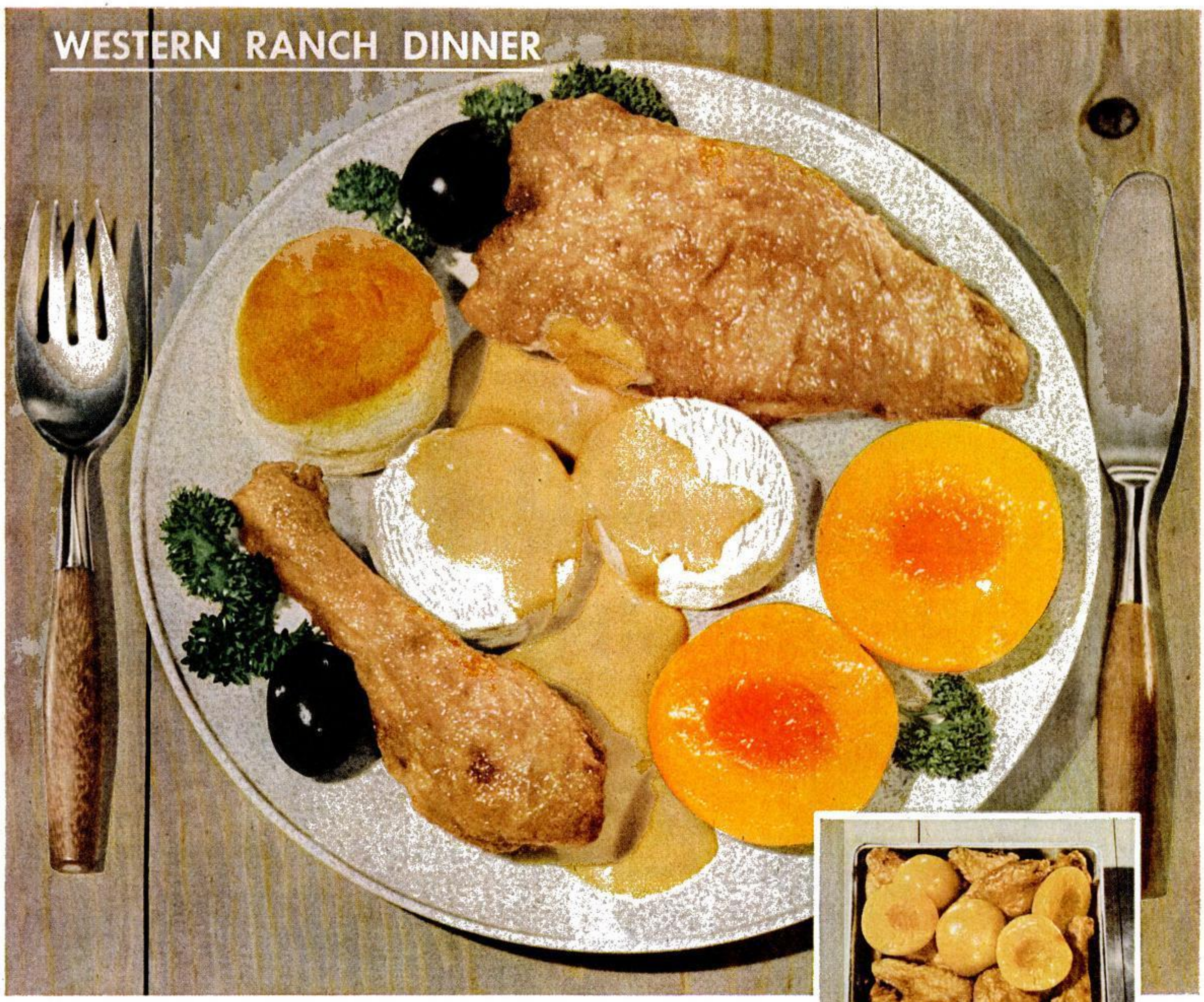


ALLIED COOPERATION is practiced at a Deep Water field headquarters by a U.S. Marine Corps major (*right*) and a Turkish army artillery major.

U.S. MARINES LAND ON GALLIPOLI WITH AN ONTOS, A NEW ANTITANK WEAPON WHICH CONSISTS OF ARMORED VEHICLE BRISTLING WITH SIX RECOILLESS RIFLES



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Arrange drained **CALIFORNIA CLING PEACH HALVES** (No. 2½ can) on chicken. Open can of **BALLARD OVENREADY BISCUITS,** separate and put in other end of pan. Bake 15 min., or until biscuits are brown. Remove peaches, chicken and biscuits to hot plates.

For Gravy: Blend **¼ cup of set-aside flour mixture** with pan drippings. Gradually stir in **1 cup Water.** Boil and stir 2 min. Stir in **1 cup PET EVAPORATED MILK.** Heat until steaming hot, but do not boil. Add **Salt and Pepper** to taste. Serves 4.

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IMAGINE! You can win stocks of your choice . . . equal in value to a share of every common stock on the N. Y. Stock Exchange. Here's a chance to build real financial security! A prize of giant cash value *plus* income! That's not all! You have 504 other chances to win a big prize in stock. And *any prize will be doubled* if you purchase a Remington Shaver (man's or lady's) during the contest.

Don't miss this opportunity! Clip the entry blank below, right now. Have it signed by a clerk in any store selling Remington Shavers. He can give you extra entry blanks too.

FIRST PRIZE: *Common Stocks* of your choice approximately *equal in market value* to the total value of *one share of every issue of common stock* listed on the New York Stock Exchange. Value: $42,000.* Prize is *doubled* if you purchase a Remington Shaver during contest period.

SECOND PRIZE: $5,000 in your choice of common stocks listed on the New York Stock Exchange. Prize is *doubled* if you purchase a Remington Shaver during contest period.

THIRD PRIZE, FOURTH PRIZE, FIFTH PRIZE: $2,000 in your choice of common stocks listed on the New York Stock Exchange. Prize is *doubled* if you purchase a Remington Shaver during contest period.

500 ADDITIONAL PRIZES: $50 each in common stocks of your choice listed on the New York Stock Exchange. Prize is *doubled* if you purchase a Remington Shaver during contest period.

**based on closing prices as of May 31, 1957*

OFFICIAL RULES: 1. Complete on an official entry blank the statement "A Remington Electric Shaver is an ideal gift because . . ." in 25 additional words or less. Write about either a man's or a woman's shaver. Enter as often as you like, provided each entry is on a separate, official entry blank, obtainable at any store that sells Remington Shavers. Entry blanks appearing in Remington advertisements, when signed by a salesman of a store that sells Remington Shavers, are valid and official.

2. Contest is open to any resident of the United States who is 16 years old by December 1, 1957, except employees of Sperry Rand Corporation, its subsidiaries and advertising agencies, and their immediate families. Contest is subject to Federal, State and local regulations.

3. Mail your completed entry, using adequate postage, to: Remington Share of America Contest, P. O. Box 58-C, Mount Vernon 10, New York.

Entries must be postmarked by Dec. 1st and received by Dec. 9, 1957. Each entry must be your own original work submitted in your own name.

4. Prizes will be awarded by The Reuben H. Donnelley Corporation, on the basis of originality, sincerity and aptness. Only one prize to a family. Judges' decisions are final. Duplicate prizes in case of ties. All entries and ideas therein become the property of Sperry Rand Corporation, and none will be returned.

5. Winners will be notified personally or by mail about six weeks after close of contest. Winners' list will be sent upon request accompanied by stamped, self-addressed envelope.

6. All prizes (stocks) will be chosen by the winners, and delivered to, and in the name of, the winners, by February 15, 1958. Stocks will be purchased for winners by member firms of the New York Stock Exchange, such firms to be chosen by the winners.

7. The winners may not select, as prizes, cash or any share of stock of the Sperry Rand Corp.

8. All brokerage commissions arising out of the initial purchase of winners' stocks will be paid by Sperry Rand Corp. In the event any winner is a minor, all reasonable expenses arising out of the acquisition of prize stocks for such minors, will be paid by Sperry Rand Corp.

9. **Bonus Prizes: Double** the value of the below listed prizes. Bonus Prizes will be awarded to winners who purchase a Remington Electric Shaver between Sept. 30th through Dec. 1, 1957.

10. To be eligible for the BONUS AWARDS, a contestant must write in the space provided the warranty number of the shaver purchased on at least one entry blank, and must also, upon request, show proof that a bona fide purchase was made.

505 BIG PRIZES: FIRST PRIZE: $42,000 to be invested by the winner in common stocks listed on the N. Y. Stock Exchange. SECOND PRIZE: $5,000 to be invested by the winner in common stocks listed on the N. Y. Stock Exchange. THIRD PRIZE: $2,000 to be invested by the winner in common stocks listed on the N. Y. Stock Exchange. FOURTH PRIZE: $2,000 to be invested by the winner in common stocks listed on the N. Y. Stock Exchange. FIFTH PRIZE: $2,000 to be invested by the winner in common stocks listed on the N. Y. Stock Exchange. 500 ADDITIONAL PRIZES: $50 each to be invested by the winners in common stocks listed on the N. Y. Stock Exchange.



Remington Shavers "Share of America" Contest

Remington "Share of America" Contest
P.O. Box 58-C, Mount Vernon 10, N. Y.

Name_____
(Please print plainly)

Address_____

City_____ Zone____ State_____

Do you now own an electric shaver? ☐ Yes ☐ No

TO QUALIFY FOR BONUS: If you bought a Remington Shaver between September 30th, and December 1st, write warranty number here.

(Warranty Number)

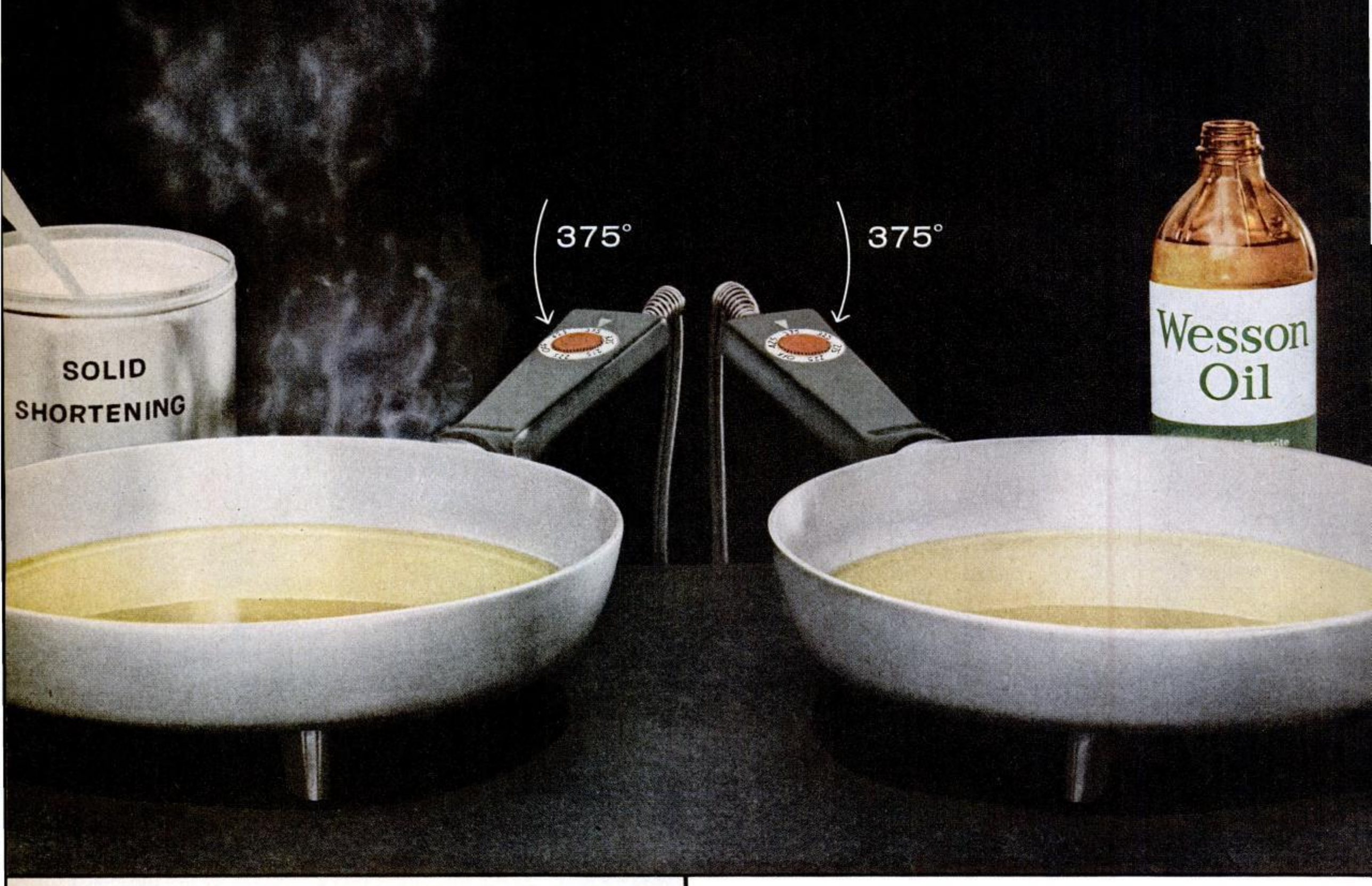
Complete this statement in 25 additional words or less: A Remington Electric Shaver is an ideal gift because_____

IMPORTANT! TO ENTER CONTEST, HAVE ENTRY SIGNED HERE!

Dealer Validation_____
(Signature of Sales Clerk in Store Selling Remington Shavers)

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Wesson® Oil
takes the smoke out of frying!



SOLID SHORTENINGS SMOKE. The special ingredient they contain, that makes them good for baking, breaks down at frying temperature. Smoking shortening is breaking down, and that can hardly be good for you.

WESSON OIL DOES NOT SMOKE because it is *all* shortening in its purest form—nothing added. Wesson is so clear and brilliant, so light in body, it sparkles as it pours. No other oil as fresh, as pure, and as light.

© 1957 WESSON OIL & SNOWDRIFT SALES CO.

Smoke's out! Flavor's in!

Enjoy cleaner frying with no clinging odor

Brighter flavor in foods—no greasy film even after they've cooled

Digestible frying—more safely prepared than with costliest solid shortenings

Easier and thrifty—Wesson's the shortening you pour and can use again and again

NEW
MONEY SAVING SIZE!

Wesson Oil now available in handy, thrifty Half-Gallon Decanters

Slim neck makes pouring easy. Re-usable, too—for water, fruit juices, milk shakes and other beverages.



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A FRIENDLY CURTSY AT BADEN-BADEN SCHOOL IS MADE BY A SMALL FRÄULEIN AS PRINCE MUTAIB SNIFFS A ROSE AND PRINCE NAWAF LOOKS ON SOLEMNLY

TWO PRINCES MAKE FRIENDS FAR FROM HOME

In the famous Black Forest resort of Baden-Baden last week, two little boys from far away were doing what comes naturally to small fry who travel with their elders: rubbernecking and making friends with other small fry. In this case, the boys' usual youthful pursuits had an unusual flavor. Prince Nawaf, 7, the son of King Saud I of Saudi Arabia, and Prince Mutaib, 8, the king's grandson, had come to Baden-Baden with the king who was taking the waters for his rheumatism. The young princes were hampered in their friend-making by the Arabic language, which is not widely spoken in the Black Forest. On the other hand their approaches were made easier by generous allowances which enabled them to treat new friends to handsome gifts. It was made easiest of all by the universal fact that kids are always interested in other kids.

Making friends, Nawaf and Mutaib visited a suburban kindergarten, happily joined in the pupils' games, gave away supplies of candy and chewing gum. Rubbernecking, always with bodyguards in flowing Saudi robes, they saw a puppet show, a circus and a Japanese magician—who was so fascinating that King Saud canceled a symphony visit to stay with the boys and watch the magician's tricks. Doing the town, the princes went shopping and loaded up with telescopes, radios, cameras and electric trains along with such mundane necessities as suits, shoes and overcoats.

JOINING IN KINDERGARTEN GAMES, PRINCES NAWAF (LEFT) AND MUTAIB DANCE IN A CIRCLE WITH GERMAN GIRL, THEN GO FOR A RIDE IN A SCHOOL SWING

CONTINUED

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IN JEWELRY STORE GUARDIAN HOLDS PRINCE NAWAF UP WHILE SAUDI OFFICIAL TRIES ON WRIST WATCH FOR SIZE. PRINCE MUTAIB LOOKS ON FROM BELOW



PRINCELY GIFT, a stick of candy, is solemnly offered by Prince Nawaf and accepted with equal solemnity by new-found friend outside Baden-Baden school.

SARTORIALLY SHARP, Prince Nawaf, hands casually pocketed, casts a critical eye over a clothing store where he and Mutaib (*rear*) had gone with their elders. →





Protect your children's future

Norman Rockwell

Massachusetts Mutual presents a

New easy way to own Life Insurance

Now, a new service makes it easier than ever to have the life insurance you need. It's the Massachusetts Mutual Monthly Plan.

• This new automatic service does away with check writing... keeps your premium payments on schedule. What's more, Triple M lets you budget the cost of your life insurance just like you do your household expenses — on a convenient monthly basis — if each monthly payment is at least $10.

Here's how simply the plan works: Each month, Massachusetts Mutual will draw a check on your regular checking account, covering all Massachusetts Mutual policies — old and new — that you and your immediate family own.

Saves you money. With Triple M you enjoy the economy of the annual rate plus only 2% — much less than either the regular monthly or quarterly rate.

Safeguards your insurance. There's no danger that your insurance will lapse because you forget to write a check. The Massachusetts Mutual and your bank will remember for you. It's the surest way.

Here's all you do: With the co-operation of your bank, there are just two steps: 1) You authorize the Massachusetts Mutual to draw checks on your regular checking account. 2) You authorize your bank to honor these checks.

Discuss this Triple M plan with your Massachusetts Mutual man, or call our General Agent listed under "Massachusetts Mutual" in your phone book.

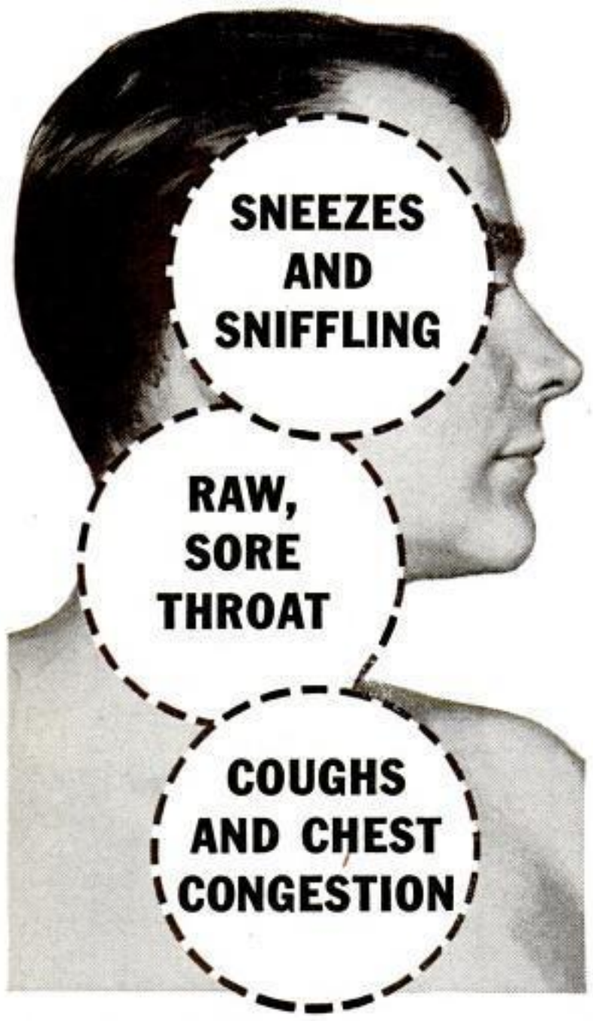
Massachusetts Mutual
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SPRINGFIELD, MASSACHUSETTS
The Policyholders' Company

1851

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STOP NEGLECTING

3 VIRUS COLD ZONES



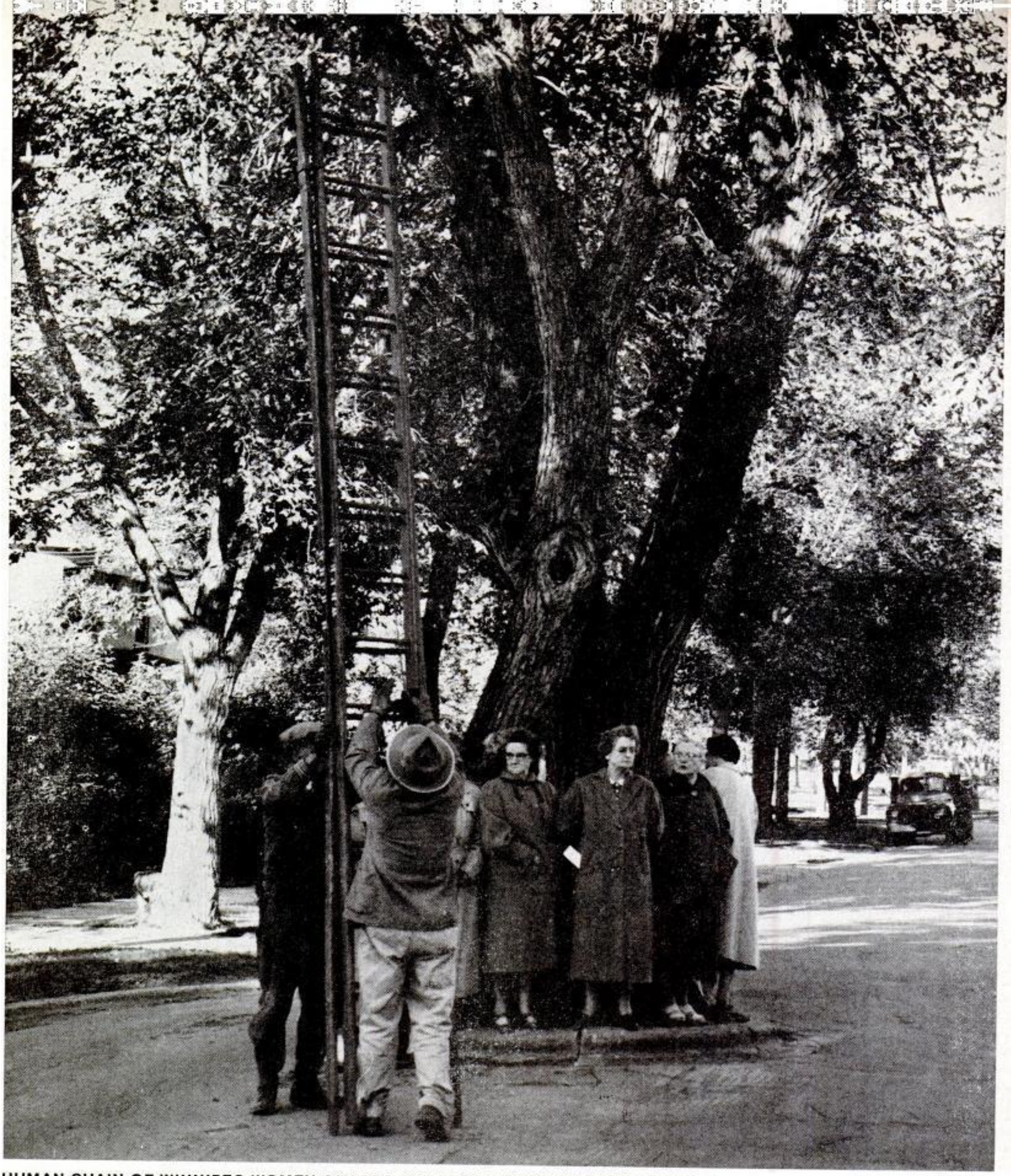
SUPER ANAHIST® brings relief to 3 zones where aspirin-buffering compounds don't work

• Now, five doctor-prescribed wonder drugs are combined in the exclusive SUPER ANAHIST formula . . . that counteracts virus-released poisons in all 3 zones. So, SUPER ANAHIST does what aspirin-buffering compounds cannot do! Relieves sneezing, sniffling . . . soothes raw, sore throat . . . eases cough and breaks up chest-cold congestion . . . fast! And SUPER ANAHIST reduces fever, relieves that ache-all-over feeling, helps you resist cold's aftereffects. Get SUPER ANAHIST COLD TABLETS...throughout the U. S. and Canada.



SUPER ANAHIST COLD TABLETS

A Development of the Anahist Research Laboratories



HUMAN CHAIN OF WINNIPEG WOMEN GUARDS TRUNK OF THEIR ELM TREE AS TWO CITY WORKMEN PUT UP A LADDER

WOMEN OF WINNIPEG SPARE A TREE

When Wolseley Avenue in Winnipeg, Canada was paved, a beautiful elm was left standing right in the middle. Both tree and traffic grew and the city finally said the elm was a hazard and must come down. But the ladies of Wolseley Avenue, who loved their tree, said it slowed traffic and thereby promoted safety.

Last month, when tree choppers came to Wolseley, the ladies formed a ring around the trunk. Police and the mayor arrived. A workman on a ladder started sawing. "Come down!" the ladies shouted, as leaves and sawdust fell on them. The mayor intervened. The tree will stay and maybe the street will be widened.



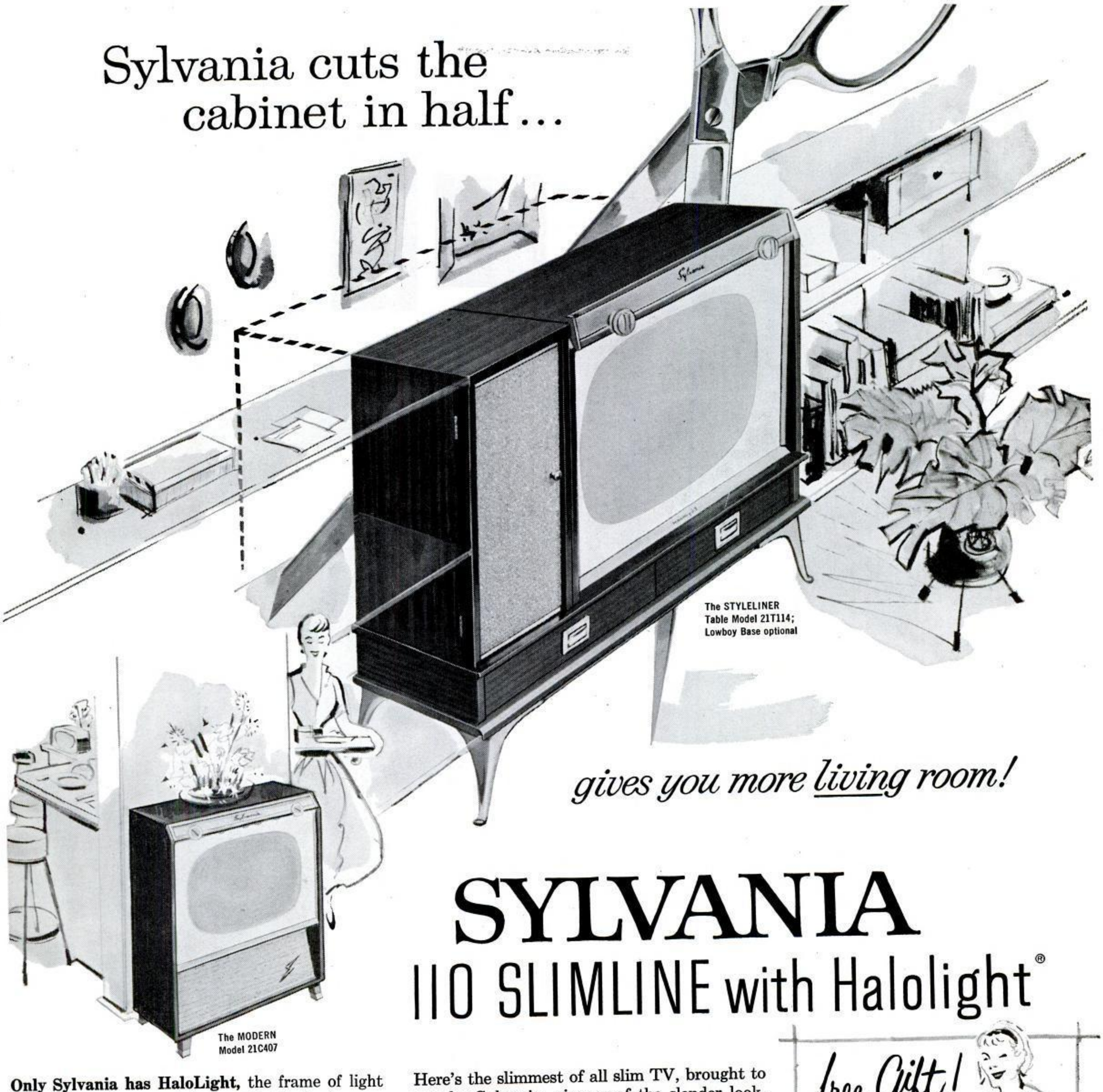
AX-WIELDING PROTESTOR is admonished by police officer: "Now, lady, that's not the way things are done."



PUT-UPON MAYOR listens to the protests. When he ordered the workmen away, the ladies clapped and cheered.

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Sylvania cuts the cabinet in half...



The STYLELINER
Table Model 21T114;
Lowboy Base optional

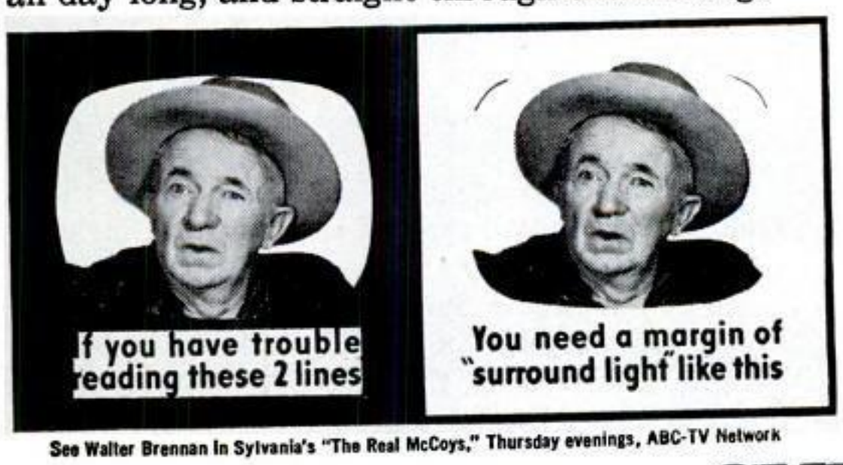
The MODERN
Model 21C407

gives you more living room!

SYLVANIA

110 SLIMLINE with Halolight®

Only Sylvania has HaloLight, the frame of light that surrounds your picture and is kinder to your eyes. It lets you enjoy *all* your favorite shows—all day long, and straight through the evening.



See Walter Brennan in Sylvania's "The Real McCoys," Thursday evenings, ABC-TV Network

Here's the slimmest of all slim TV, brought to you by Sylvania, pioneer of the slender look.

- **It packs a 21"* picture into cabinets only 13¾" deep.** Up to 12" slimmer than old-fashioned TV, it needs only *half* as much space as last year's models.
- **Lines up perfectly with today's slimmer furniture.** *Every* room has a ready-made spot for it.
- **New styling concept brings you console TV at table-model prices.** You have 31 different ways to choose *exactly* the TV look you like.
- **You get better performance than ever:** a whopping big picture, clear to the corners; and even more power for Sylvania's celebrated "fringe" area reception.



worth $34.95

A luxurious, fully automatic electric blanket—yours free when you buy a 1958 Sylvania HaloLight model. Hurry! Supply limited.

*Picture size: 21" overall diagonal; 261 sq. in. viewable area

Keep your eye on SYLVANIA ... fastest growing name in sight

SYLVANIA ELECTRIC PRODUCTS INC. • LIGHTING • RADIO • ELECTRONICS • TELEVISION • METALS & CHEMICALS • Radio & TV Division, Batavia, N. Y. In Canada: Television made by Sylvania Electric (Canada, Ltd.) and distributed by Northern Electric Company, Ltd.

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STEROL STARVATION OF SKIN AND HAIR

The sterol deficiency of this woman's skin and hair is accentuated by the obvious dryness of both; by the fine lines caused by dryness and by the coarsening of her skin texture.

STEROL-STARVATION MAKES SKIN

This Hidden Hunger, a Chemical (Non-Hormone) Deficiency in Skin

AFTER TWENTY all skin tends to become problem skin. For, after twenty, women develop a hidden hunger in their exposed skin surfaces for natural chemical substances called *sterols*. These sterols protect the vital moisture of soft, smooth skin against excessive evaporation by dehydrating sun, wind, heat and air.

The symptoms of sterol deficiency are dryness, coarsening and creasing of the skin. These lead to tiny lines and, eventually, to wrinkles. This sterol deficiency may appear more apparent in some women than in others because the activity of their sebaceous glands may diminish faster as the process of ageing occurs.

Skin specialists warn women that sterol starvation, accompanied by an enormous increase in moisture loss, can be aggravated when the skin is improperly cleansed with products which dissolve away this sheer veil of precious protective sterols.

They caution women, and particularly those who are dieting, to replenish this sterol deficiency, if they wish to slow down the appearance of premature ageing and, by so doing, lengthen their skins' life span of beauty.

To avoid the effects of sterol starvation they advise treating all exposed skin surfaces, including the hair, with cosmetics and toiletries which are rich in sterols. Such products not only block excessive dehydration, but also take up moisture from the air. Thus, they act as a reservoir from which the skin and hair may draw softening, smoothing, beautifying moisture.

Whether it is a conditioning or cleansing liquid, or cream for the skin; a powder or make-up base for your face; a stick for your lips; or a shampoo, rinse or spray set for your hair . . . no cosmetics

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BOTH PHOTOGRAPHS CERTIFIED "UNRETOUCHED"

AFTER TREATMENT WITH LANOLIN PLUS

Certified "unretouched", these photographs dramatize the restorative results possible after only ten days of sterol-enrichment with Lanolin Plus Cosmetics and Toiletries. Note the soft, smooth, line-free face; the vital, radiant hair.

LOOK OLDER THAN IT SHOULD

and Hair, Accelerates the Appearance of Ageing in Women over Twenty

made, no toiletries sold duplicate the sterol rich formulae of Lanolin Plus Beauty Products.

If you are over twenty, start revolutionizing the care of your skin and hair, tomorrow, with basic Lanolin Plus Liquid and its sterol-rich companion toiletries and cosmetics.

For a more lasting loveliness for the delicate tissue you call your skin and for its extension you call your hair, use sterol-rich Lanolin Plus Beauty Products . . . only $1 to $3.00 at cosmetic counters, everywhere.

Lanolin Plus®

FOR YOUR FACE:

Lanolin Plus Liquid, $1.00, $1.75 and $3.00; Lanolin Plus Medicated Liquid, $1.25; Lanolin Plus Deep Liquid Cleanser, $1.00; Lanolin Plus Cleansing Cream, $1.00 and $3.00; Lanolin Plus "Complexion Control" Liquid Make-Up, $1.00 and $1.75. Lipstick "35" by Lanolin Plus, $1.25. Powder Plus by Lanolin Plus, $1.25.

FOR YOUR BODY:

Lanolin Plus All Over Body Lotion, $1.50.

FOR YOUR SCALP AND HAIR:

Lanolin Plus Shampoo, $1.00 and $2.25. Lanolin Plus Hair Spray Set, $1.35. Lanolin Plus For The Hair, Dressing and Conditioner, $1.00 and $1.75. Lanolin Plus Creme Rinse, $1.00. Lanolin Plus Sudden Date Hair Spray Dressing,$1.25.

FOR YOUR HANDS:

Lanolin Plus Hand Lotion, $1.00 and $2.25. Lanolin Plus Hand Cream, $1.00.

All Prices Plus Fed. Tax Except Shampoo.

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IN THE UPSTAIRS NURSERY OF THEIR NEW YORK APARTMENT, MARGARET TRUMAN DANIEL DRESSES HER SON FOR HIS FIRST PROFESSIONAL PHOTOGRAPHS

A FAMOUS BABY'S DEBUT

The most eminent but least photographed American baby of the season emerged from obscurity last month and, at the age of three months, sat for the full treatment of baby pictures. The professional debut of Clifton Truman Daniel, whose only previous photographs were family shots made by his father, came when Mr. and Mrs. Daniel yielded to a growing clamor for pictures of their son and called in a photographer friend, George Tames of the New York *Times*, the paper Mr. Daniel works for.

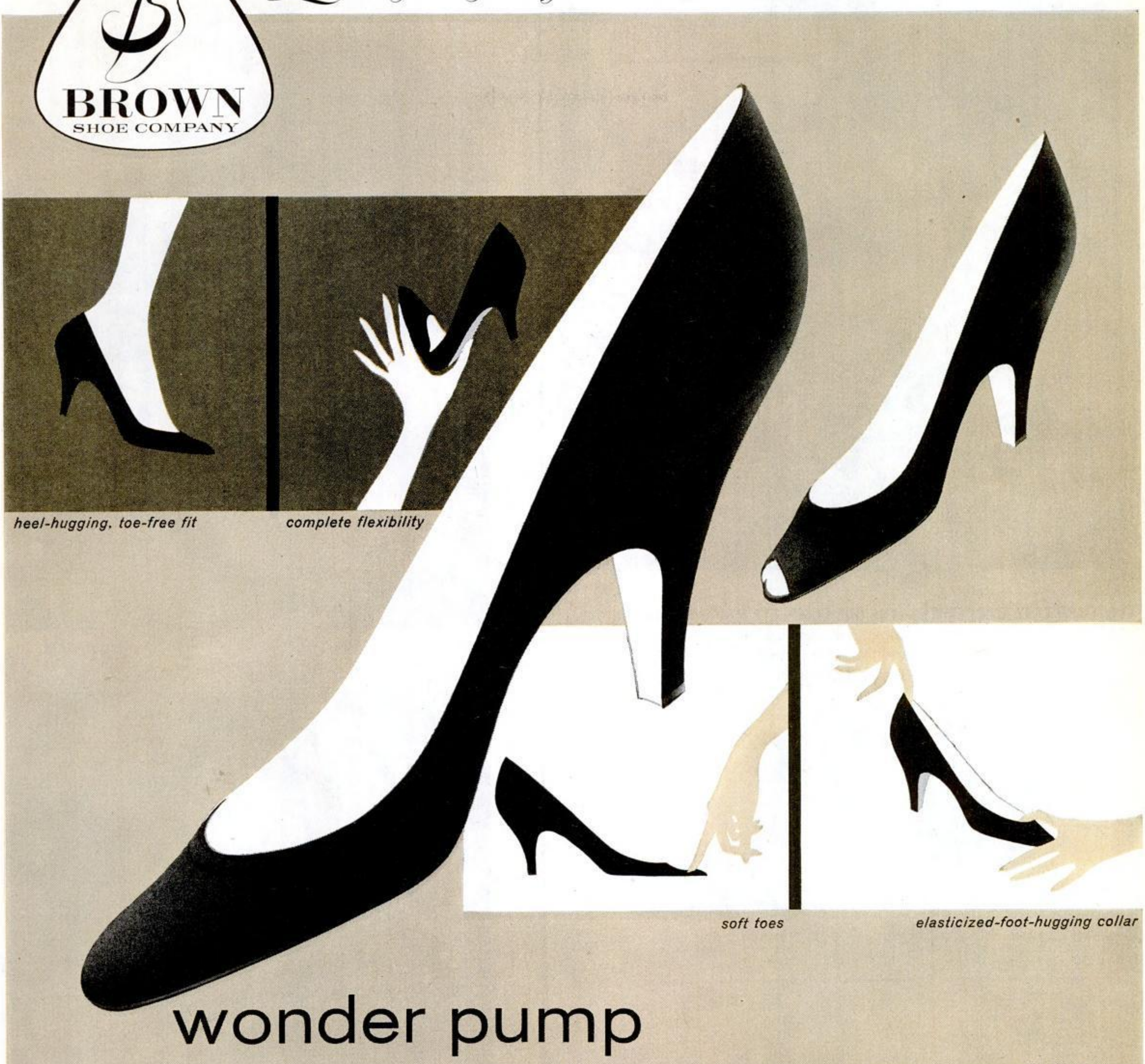
With the assistance of his mother, who handled the necessary stage properties, Harry Truman's grandson got through his assignment with the relaxed aplomb he is demonstrating above. To complete the chore, which required a full hour, Clifton Truman was required to be dressed by his mother and to endure a feeding of Pablum administered by his father. Then he fell calmly asleep at the end of the session. A blue-eyed, reddish-brown-haired baby, young Clifton has a generally sunny disposition and has enjoyed perfect health since birth. He has a good appetite and from a birth weight of 6½ pounds has now grown to 14 pounds.

CONTINUED

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BROWN
SHOE COMPANY

Quality at your feet



heel-hugging, toe-free fit

complete flexibility

soft toes

elasticized-foot-hugging collar

wonder pump

introducing the invisible clinging collar for a new kind of fit

Snugly elasticized around the collar *inside*—
so that not even *you* can see the secret of
its wonderful cling! In a rich black suede.
Closed or open toe.

Naturalizer®

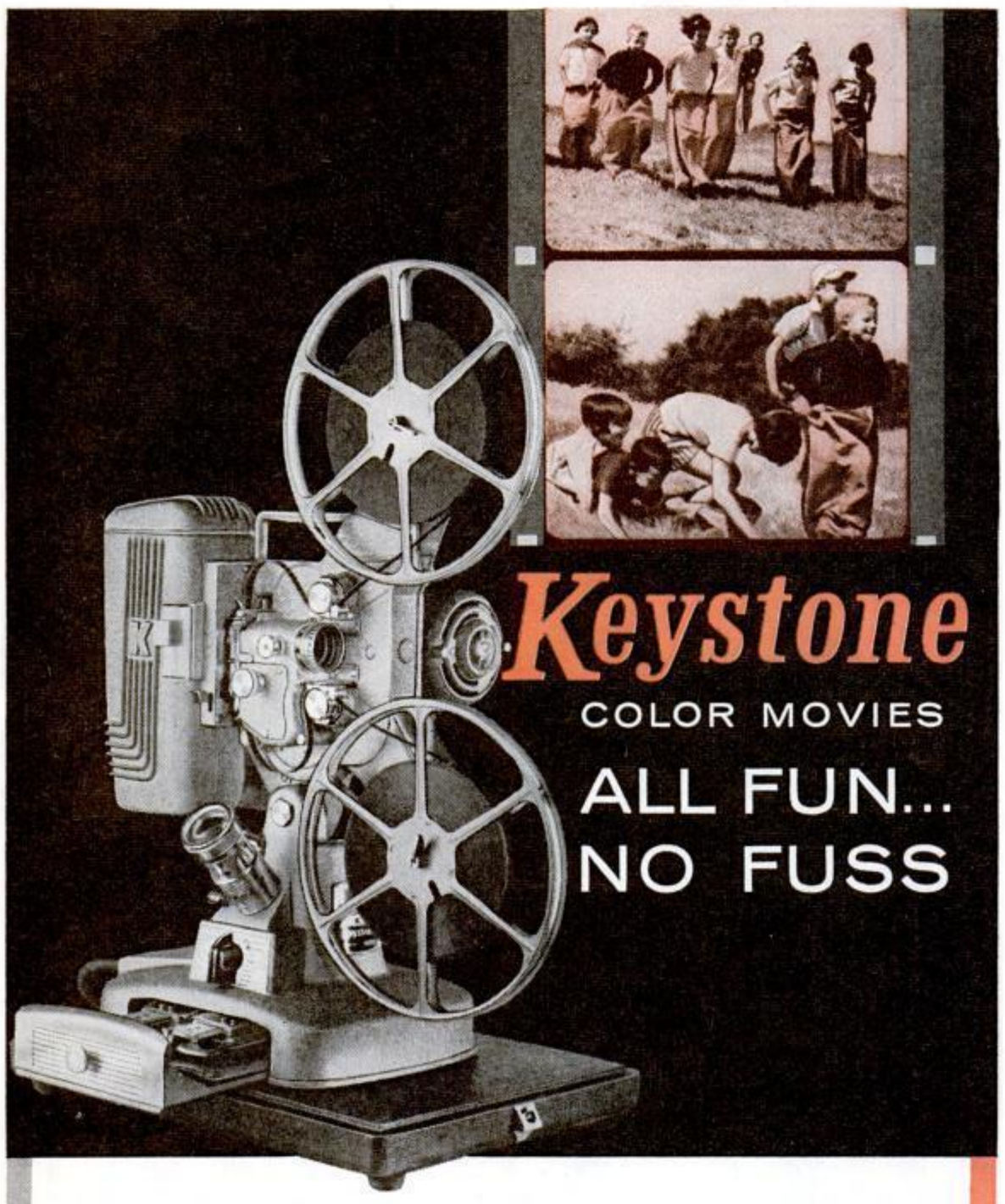
THE SHOE WITH THE BEAUTIFUL FIT

Shoes Illustrated, **11.95**

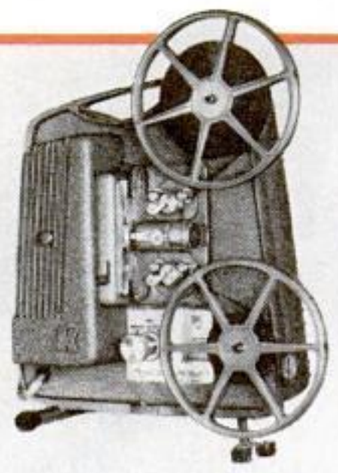
Other styles, 8.95 to 12.95. Higher Denver West and Canada

FOR NEAREST DEALER WRITE NATURALIZER DIVISION, BROWN SHOE COMPANY, ST. LOUIS. ALSO MANUFACTURED IN CANADA BY PERTH SHOE COMPANY, LTD., PERTH, ONTARIO.

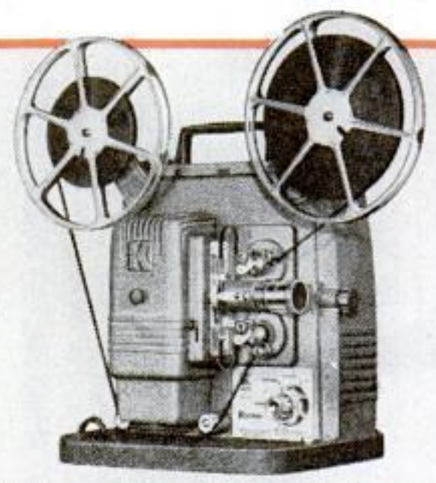
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SO EASY TO OPERATE — THE ONE COMPLETE MOVIE PROJECTOR. Actually a color movie workshop! Built-in splicer, editor-viewer. Magna-Scope big-picture lens. Geared film wind, forward and reverse; 750-watt lamp; 400-ft. reel. An exclusive! K-109D 8mm projector with case, $169.50.



EASY one-knob control; big-picture lens; room light switch; 300-ft. reel. K-75 8mm 500-watt projector, $74.95.



EASY geared film wind; one-knob control; big-picture lens; reverse; room light switch; K-100 8mm 500-watt projector, $99.95.



EASY correct exposures — just dial and shoot. K-25 Capri Dial-Set 8mm rollfilm camera. f2.3 lens, $49.95.



EASY mixed shots! K-38 Olympic 8mm roll-film turret camera, 3 lenses, lock-on exposure meter, $181.00.

Keystone

Registered in your name with a lifetime guarantee . . . backed by 35 years of precision engineering in the photographic field.

Ask your Keystone dealer to show you how easily your whole family can enjoy color movies. Count on him for guidance, service, easy budget terms. For free booklet, write Dept. 7-1, Keystone Camera Co., Inc., Boston 24, Mass.

Prices slightly higher in Canada © 1957



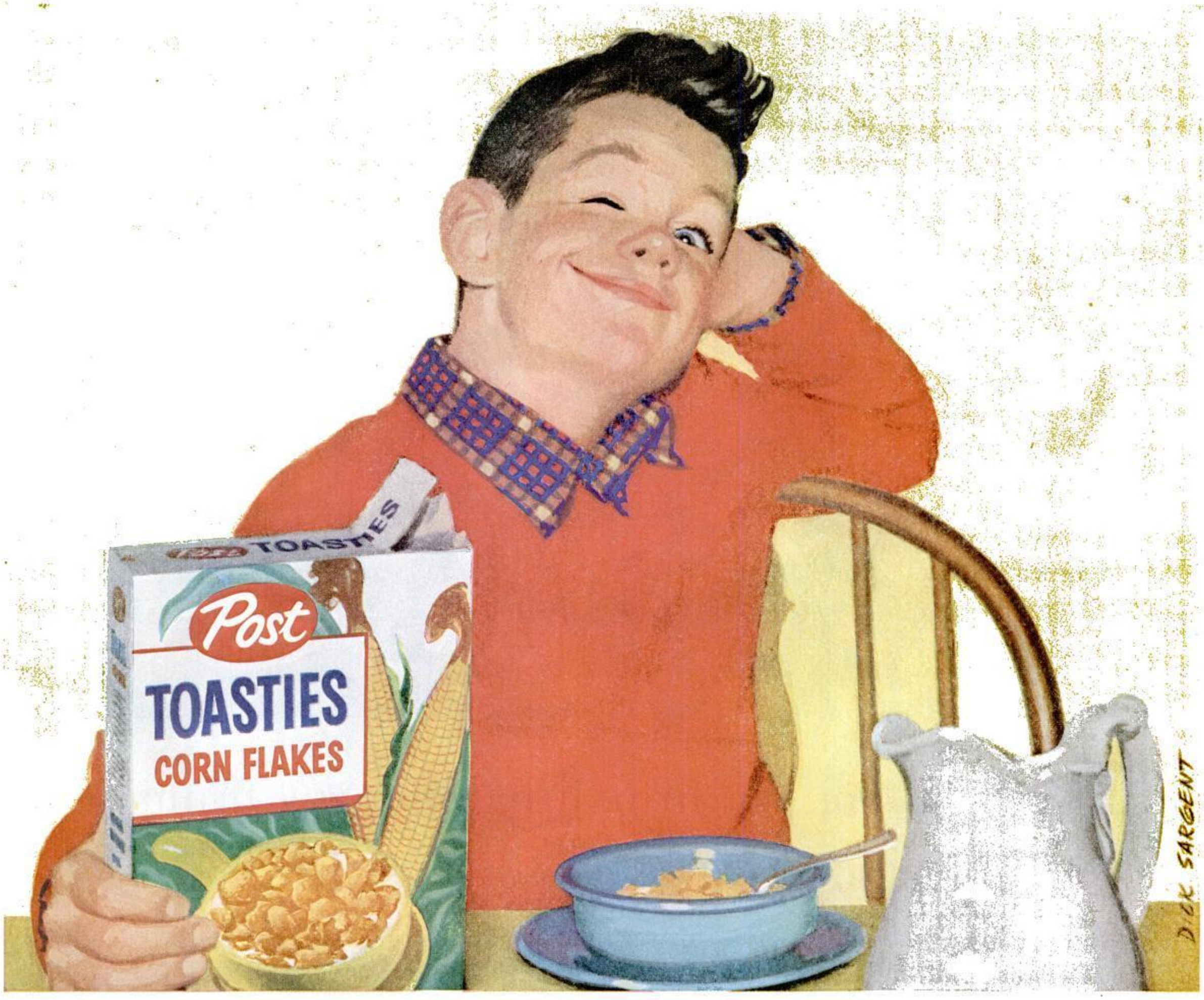
FEEDING BY FATHER, a meal of Pablum, required the help of mother. Mr. Daniel's previous experience was with bottles. He was unhandy with cereal.



WELL-FED, well-behaved baby falls asleep in father's arms. Not once during lengthy session did he fuss. "He does not cry unduly," says his father.

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"Any corn flakes are OK ...
as long as they're Post Toasties"



MAYBE THERE'S NO EARTH-SHAKING DIFFERENCE IN CORN FLAKES—
but folks keep telling us Post Toasties taste just a little better than other kinds. Well, they ought to—they're toasted a special way that toasts the sweet-corn flavor right in with the crispness.

Perhaps that's why so many people don't just get corn flakes—they get the box that says Post Tóasties.



"ALL POST CEREALS HAPPEN TO BE JUST A LITTLE BIT BETTER"



Post

The Breakfast Foods of General Foods

Copyrighted material



Beautyrest is not just firm. It has *buoyant* firmness—for the best rest a body ever had!

ONLY one mattress can give you both buoyant *firmness* for your back and wonderful refreshing *comfort* for your rest—Beautyrest.*

That's because Beautyrest is made differently from any other mattress . . . with *the right kind of firmness.*

Beautyrest is made with *twice* as many springs as ordinary mattresses . . . and most important, each spring is independent and free to push up and lift the natural shape of your body.

This independent firmness gives you separate, single-bed comfort in a double bed. No matter how much heavier your husband may be, Beautyrest will never sag. Remember, more people sleep on Beautyrest than on any other mattress.

11-year research proves Beautyrest best for refreshing rest. Beautyrest firmness was tested during 3142 scientific sleep tests measuring mental and physical reactions of actual sleepers.

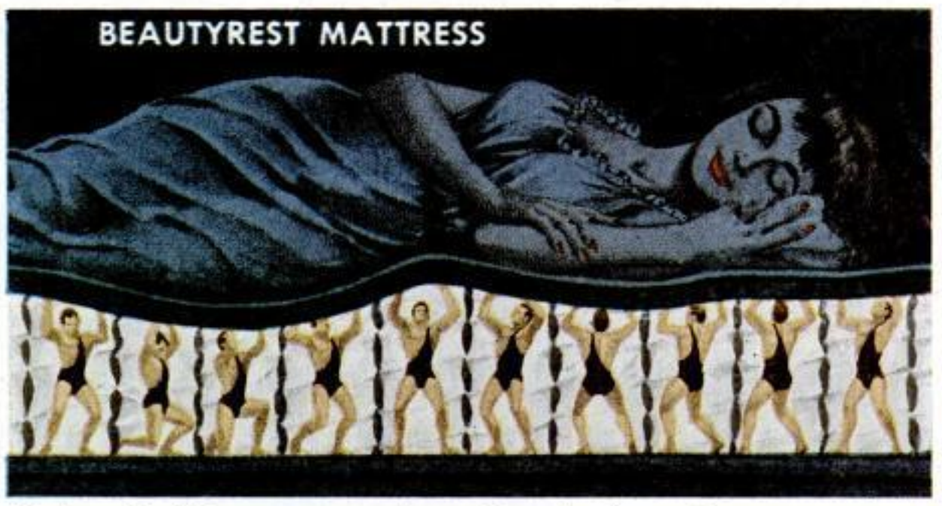
Result: *Beautyrest firmness was proved to give more refreshing sleep than any other type of mattress.*

In spite of its costlier construction, Beautyrest at $79.50 *costs least* to own. Endurance tests prove Beautyrest lasts 3 times longer than any of 20 mattresses tested. Actually costs about 2¢ a night.

Choose normal-firm or extra-firm model . . . extra-wide and extra-long also available. Sleep on Beautyrest tonight . . . wake up wonderful!



Made with 200-300 springs. They're wired together and sag together under weight. Can't push up to support the shape of your body correctly.



Made with 837 separate springs. Not wired together. Sag-proof. Free to push up and firmly support your back and the shape of your body *the right way.*

*Trade-mark Reg. U. S. Patent Office. Copr. 1957 by Simmons Co., Mdse. Mart, Chicago, Ill.

Simmons
WONDERFUL
Beautyrest

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ART

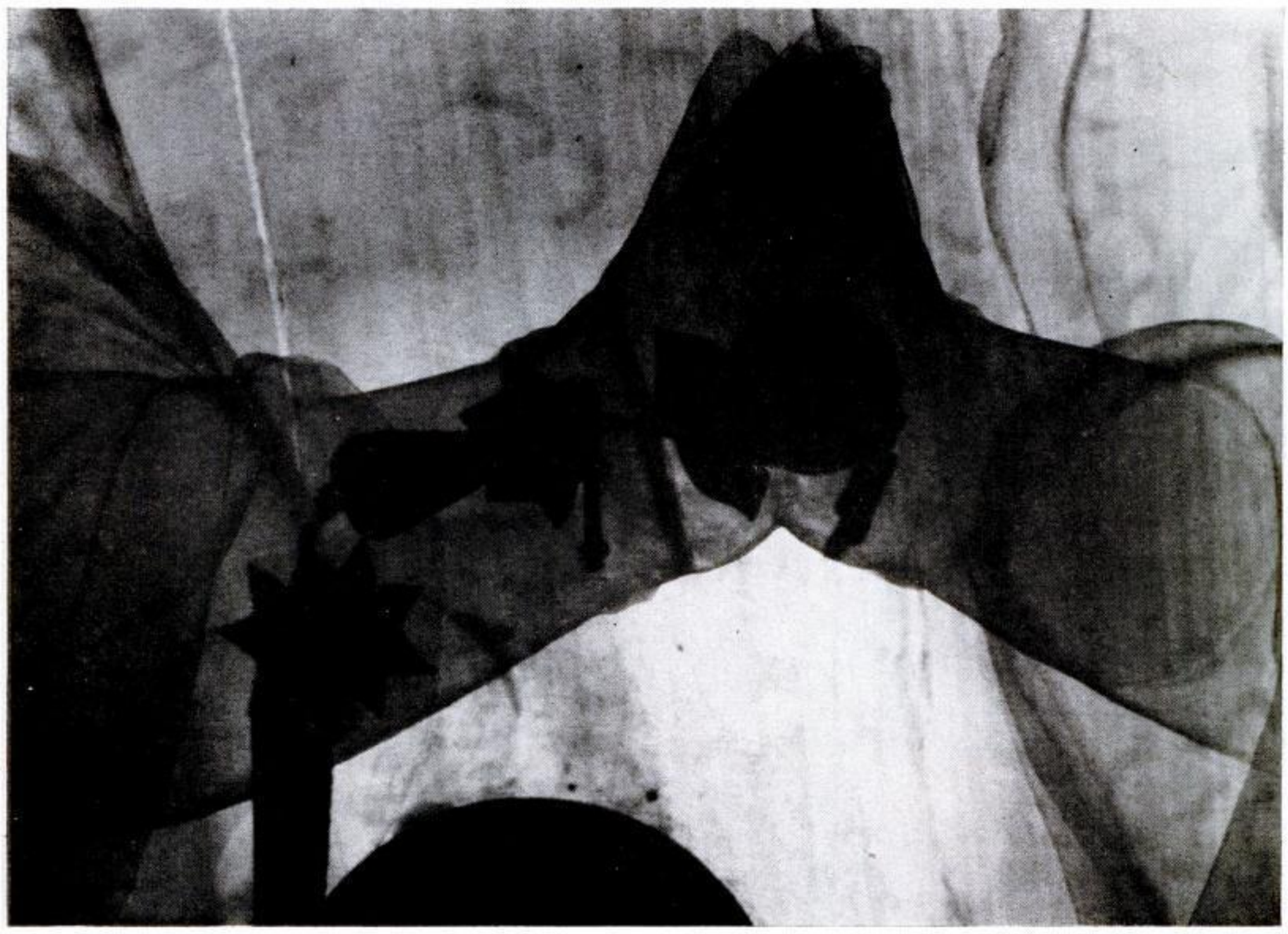
SURGERY REMOVES A STATUE'S JINGLE

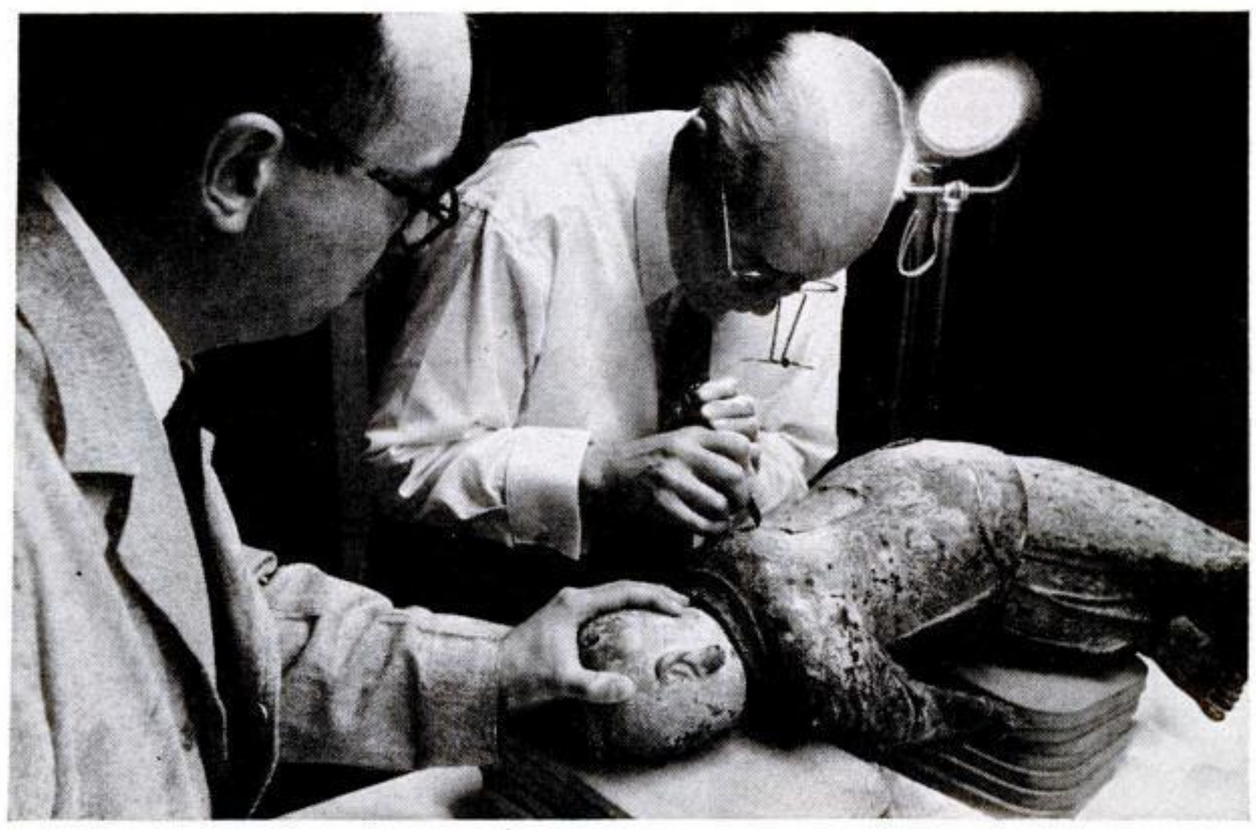
When they acquired him in 1948, Seattle Art Museum officials thought they knew all about the statue of the boy at left. It was Chinese of the Ming Dynasty and represented a god's attendant. But when they picked it up, they heard a mysterious jingle. Curious, they decided to X-ray the statue. The X-rays revealed a perplexing assortment of objects inside the boy's belly and Museum Director Richard Fuller decided to operate.

After cutting a section from the boy's back, he reached into the opening and pulled out some paper, cloth, strings, stones, metals, beads, seeds, charms, wood, a silk bag, a bone bird and a bronze mirror. All symbolic objects, they were probably put in the statue by monks. Now minus his jingle and attributed to an earlier Sung Dynasty, the boy is again on display, this time with his insides on the outside.



BEFORE SURGERY the statue stood in a worshipful attitude in museum gallery. It is 26 inches tall.





X-RAY of stomach shows a chain of metal objects and part of a circular mirror which appear as dark shapes behind the arm and praying hands of the boy.

OPERATING, Dr. Fuller cuts into the back of the statue. He wore dentist's magnifying glasses during the operation, which took half an hour to perform.

CONTINUED

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SYMBOLIC CHAIN, taken from statue. has silver and gilt objects representing (*from top*) star, lotus seed, lotus flower, lotus leaf, bell, "endless knot."

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Julia Meade

just loves her modern GAS range!

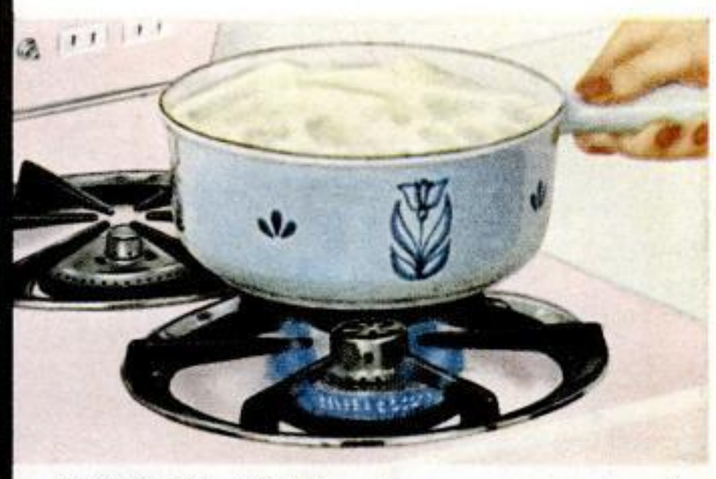
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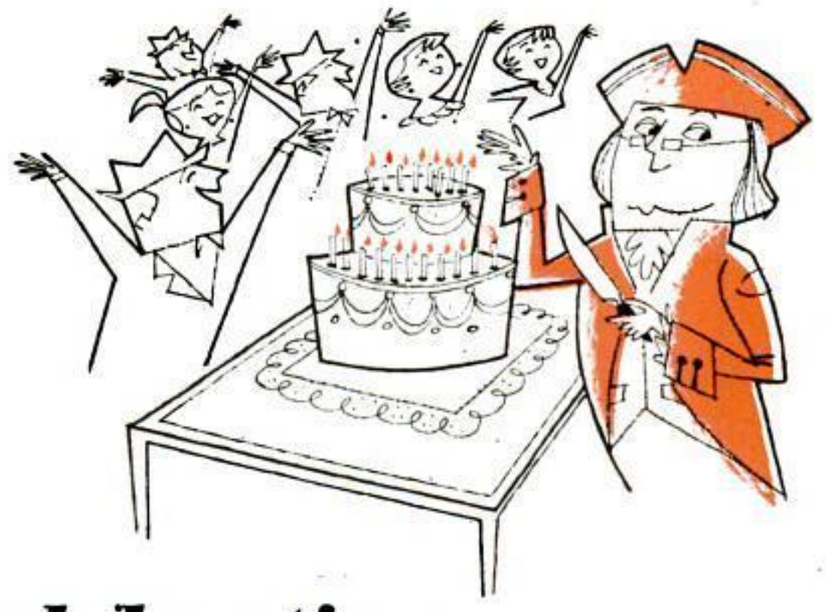
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AT 5:30 A.M., WEARING REHEARSAL CLOTHES AND PIOUS EXPRESSIONS, DEAN SHOW CAST JOINS JIMMY IN REHEARSAL OF HYMN, "LORD, I'M COMING HOME"

The Quick Rise of an Early Riser

What most early morning TV viewers seem to prefer with their breakfast coffee is not the news, the time and a few softly played pop tunes but a boisterous hillbilly whose singers sometimes break into high-powered hymns. The early rising hillbilly is Jimmy Dean, whose show from Washington, D.C. is on CBS-TV at 7 a.m. (E.D.T.) every weekday morning. His corn-fed country manner regularly draws a larger audience than Dave Garroway's casual carryings-on for NBC.

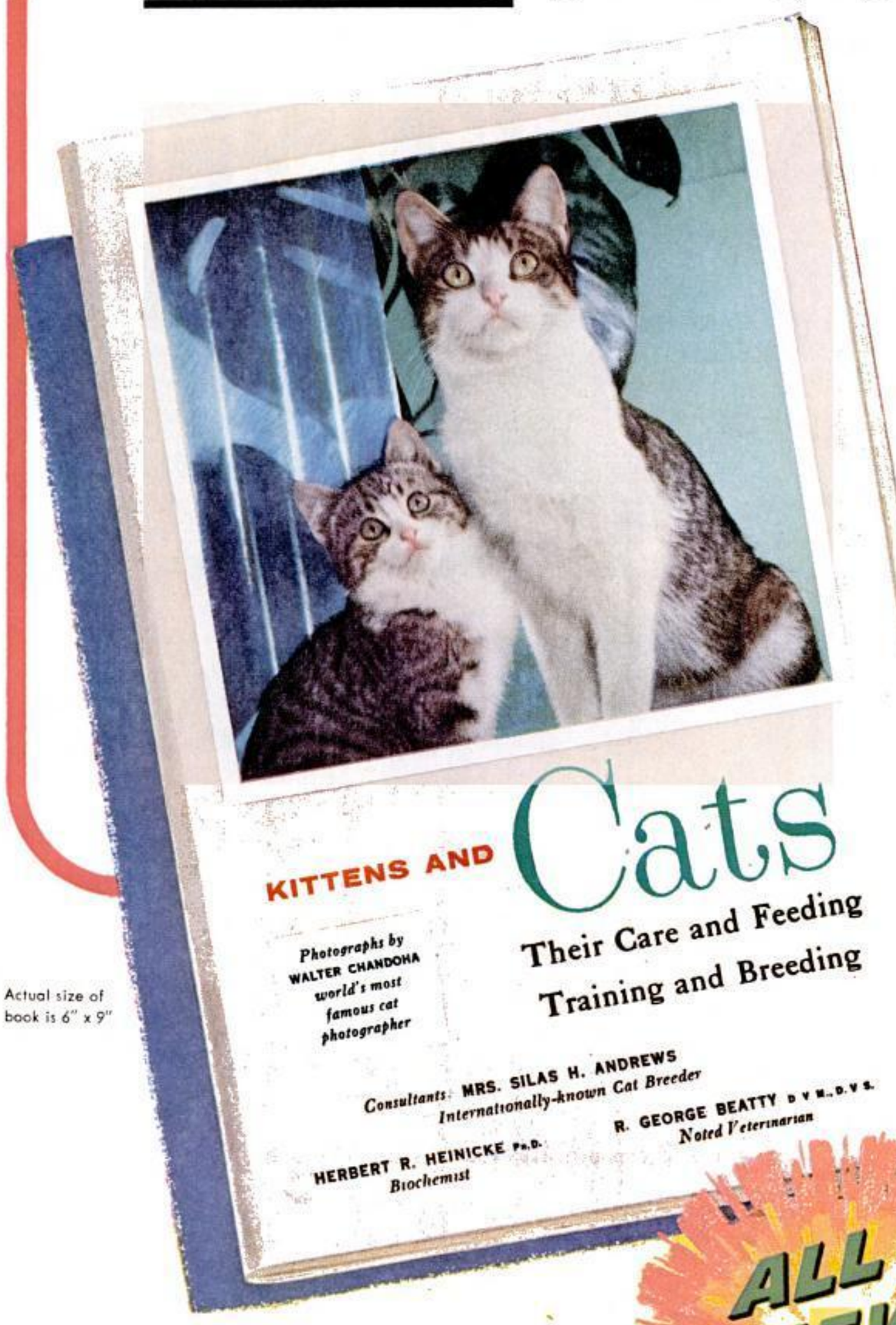
A strapping 29-year-old Texan, Dean started singing hymns when he was a farm boy while his mother played the parlor piano. After he got out of the Air Force nine years ago he took on singing and clowning jobs in nightclubs. He landed on CBS only last April and his success has convinced the network that if there are that many hillbilly devotees up that early in the morning there is no telling how many more there are later in the day. To find out, Dean is now doubling his work load with a second show which started at noon last Saturday. To increase his fan following, he may even doff the country duds at times and sing a few more pop tunes.

AT 7:30 A.M., WEARING FANCIER COUNTRY COSTUMES, EQUALLY REVERENT EXPRESSIONS (TOP OF PAGE), JIMMY AND HIS CAST SING HYMN ON THEIR SHOW



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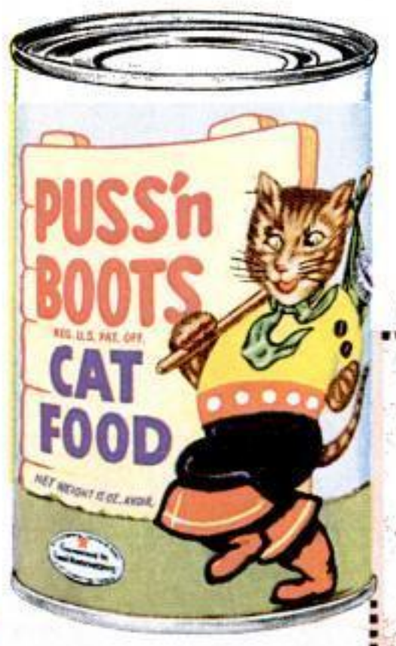
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'LIFE' PRESENTS A MAJOR SERIES ON

MAN'S NEW WORLD:

The present lives and future fortunes of every American man, woman and child are directly and immediately affected by the gigantic technical strides of the past few years. Whether we know it or not, whether we like it or not, the daily life of each of us is being changed—and is destined to be changed far more—by events taking place in laboratories and factories across the land.

Any important scientific or engineering advance always sets off a chain reaction. It creates comforts and hazards. It organizes the economy and disorganizes it. It provides social benefits and poses moral problems. This has been true since history began. But such advances used to be few and far between. Their impact came so slowly that a man was hardly aware of any major change in his own lifetime.

The pace of change was stepped up with the Industrial Revolution. And in the years since World War II the advances have come with an overwhelming rush. Today the progress of 100,000 Stone Age years is surpassed in a single year and the great accomplishments of the last century are eclipsed by those of the last decade. "In one generation," J. Robert Oppenheimer observes, "our knowledge of the world engulfs,

Union Carbide pilot plant, specially lit to emphasize three-story-high cells where new products are tested, is kind of setting in which man refashions his world.

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THE FRONTIERS OF OUR ACHIEVEMENT

HOW HE LIVES IN IT

upsets and complements all knowledge of the natural world before . . . The world alters as we walk in it." Technology is no longer the exclusive province of engineer and industrialist. Its creations are part of every man's everyday landscape—as abstruse molecular formulas produce new fabrics that make laundering easier, as the work of cyclotrons is translated into better ways of preserving foods.

LIFE's editors begin a series on the new world that modern technology is creating. The instalments will appear several weeks apart. Chapter I, Frontiers of Technology, in this issue, gives samples of startling techniques which seem remote but are already in use. Chapter II, Frontiers of Living, will deal with the effects of technology on home and community. Other chapters will take up the Frontiers of Health, Frontiers Beyond the Earth, Frontiers of Thought, and the problems of technology and human society.

Below is an example of new technology at work in South Charleston, W. Va. in a research and production center whose busy people and busier machines, shown on the next several pages, are helping take man across the threshold into the new world he is making for himself.



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Frontiers of Technology

In his new factories and laboratories, man studies and puts to his uses materials he has just made or discovered and methods he is still learning

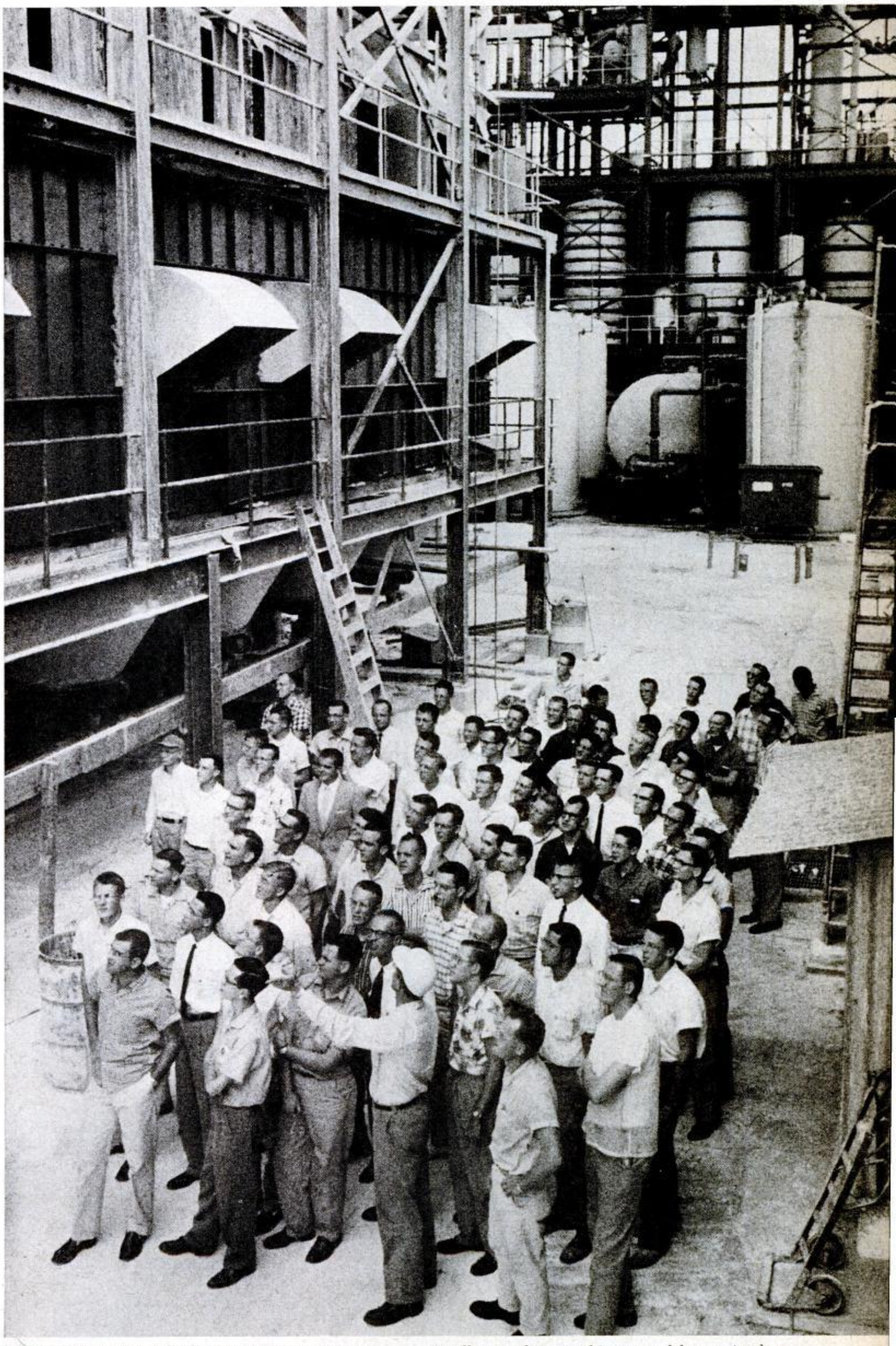
In his new world, man makes a multitude of new things and finds a multitude of new ways to make them. He deals with materials whose nature he could not even have guessed at a few decades ago. Even the familiar items have undergone such outlandish transformations that he can hardly recognize them.

Standing on the frontiers of technology, man has come to expect newness, to enjoy its advantages and confront its problems. The new products and processes enable him to create more efficient factories and better working conditions, but leave him to deal with increasing industrial obsolescence. The techniques of automation give him more leisure but bring fears of unemployment. The new fields offer new careers but place on educators a heavy burden of training scientists and technicians. The new jobs present new opportunities but disrupt the routine of living.

Over all this, the newness gives promise of abundance—not in some far future but right away, as man learns to put his new techniques to daily use. He has been learning at a phenomenal rate, a rate accelerated in the U.S. by the free-spending research activities of government and industry. Their combined annual outlay for research, which had already risen to $1 billion by 1941, has multiplied tenfold since then. The armed forces, in their urgent quest for new weapons, have spurred industry to great crash-research efforts and industry has benefited from this research in a variety of civilian ways. The electronics boom is largely inspired by government demands for more sensitive and versatile instruments. The imminent revolution in nuclear power is a direct outgrowth of the atomic weapons program.

Industry has always supported research of its own, but usually directed toward the improvement of specific products. In recent years, however, businessmen have learned the practical wisdom of putting scientists on their payrolls, leaving them free to pursue knowledge for its own sake. They are aware that out of abstract equations like Einstein's $E = mc^2$ come dividends like nuclear energy.

In the U.S. the chemical industry spends more of its income on research than any other industry. And the chemical company allotting the largest portion of its income for this purpose is Union Carbide, the second largest in the world (after Du Pont), and the firm that built the gaseous diffusion plant at Oak Ridge. Of paramount importance in Carbide's vast operation is its booming research, development and automated production complex in South Charleston, W.Va., where more than 10,000 of its 79,000 employes work. The ensuing pages show how some of these people adjust their lives to the demands of the new technology.



FUTURE SCIENTISTS hired by Carbide for summer employment inspect new drying system for Vinylite plastics during final tour of plant. They are college students working toward degrees in chemistry and engineering. After graduation many will become full-time researchers at Carbide laboratories.

CARBIDE PLANT at South Charleston breaks up natural gases and rearranges the various constituents into hundreds of new chemical products.

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APPLICANT Paul King (*right foreground above*), 25, who comes from North Little Rock, Ark., got his Ph.D. at the University of California with the help of a Carbide fellowship. He was invited to Charleston, all expenses paid, for a job interview. To the group of Carbide scientists above, he explained the work he had done for his thesis. Meanwhile his wife (*center, below*) was having lunch with the wives of the Carbide scientists. After a long day of interviews, sightseeing and social events, the weary couple conferred in their hotel room (*below, right*), decided to accept Carbide's offer.



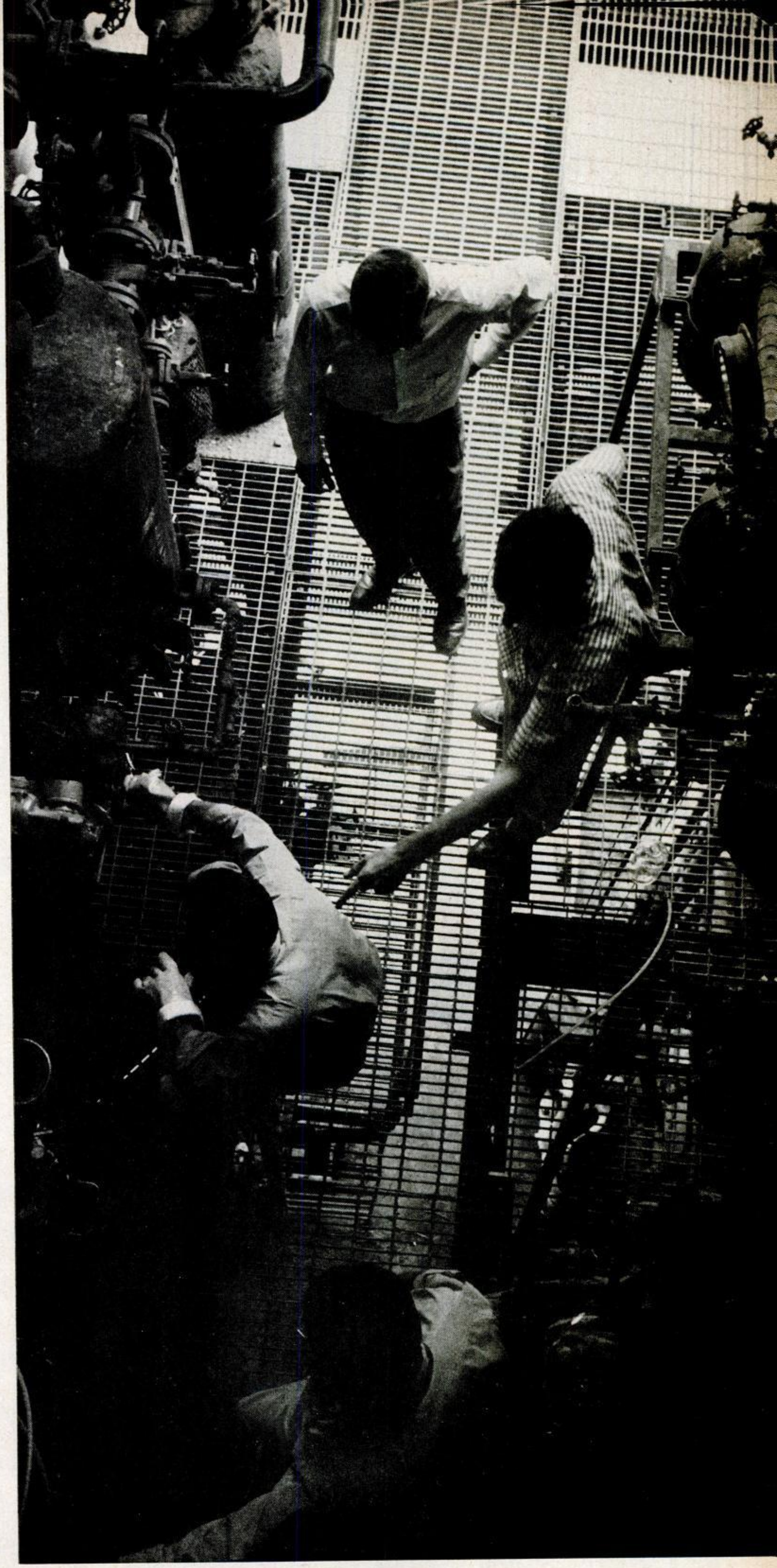


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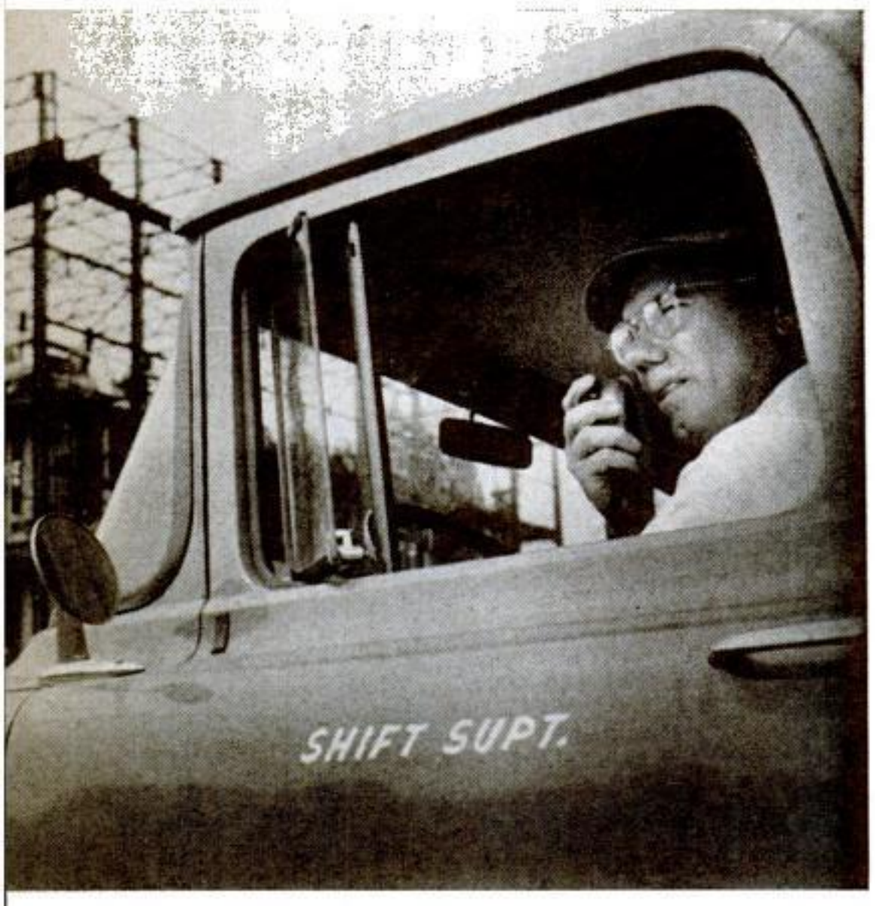


SCIENTIST John W. Lynn, 32, hard-working laboratory group leader, has developed half a dozen processes for synthesizing new organic chemicals. At right, in a cell of Carbide's research development building, Lynn (*top*) checks with test group before trying out a potentially dangerous new process. But Lynn's responsibilities and his enthusiasm for his job force him to ration his time for fun or family. His 6-year-old daughter Patti must catch him at his after-hours swim (*above*), or read beside him (*below*) as he catches up on technical publications.



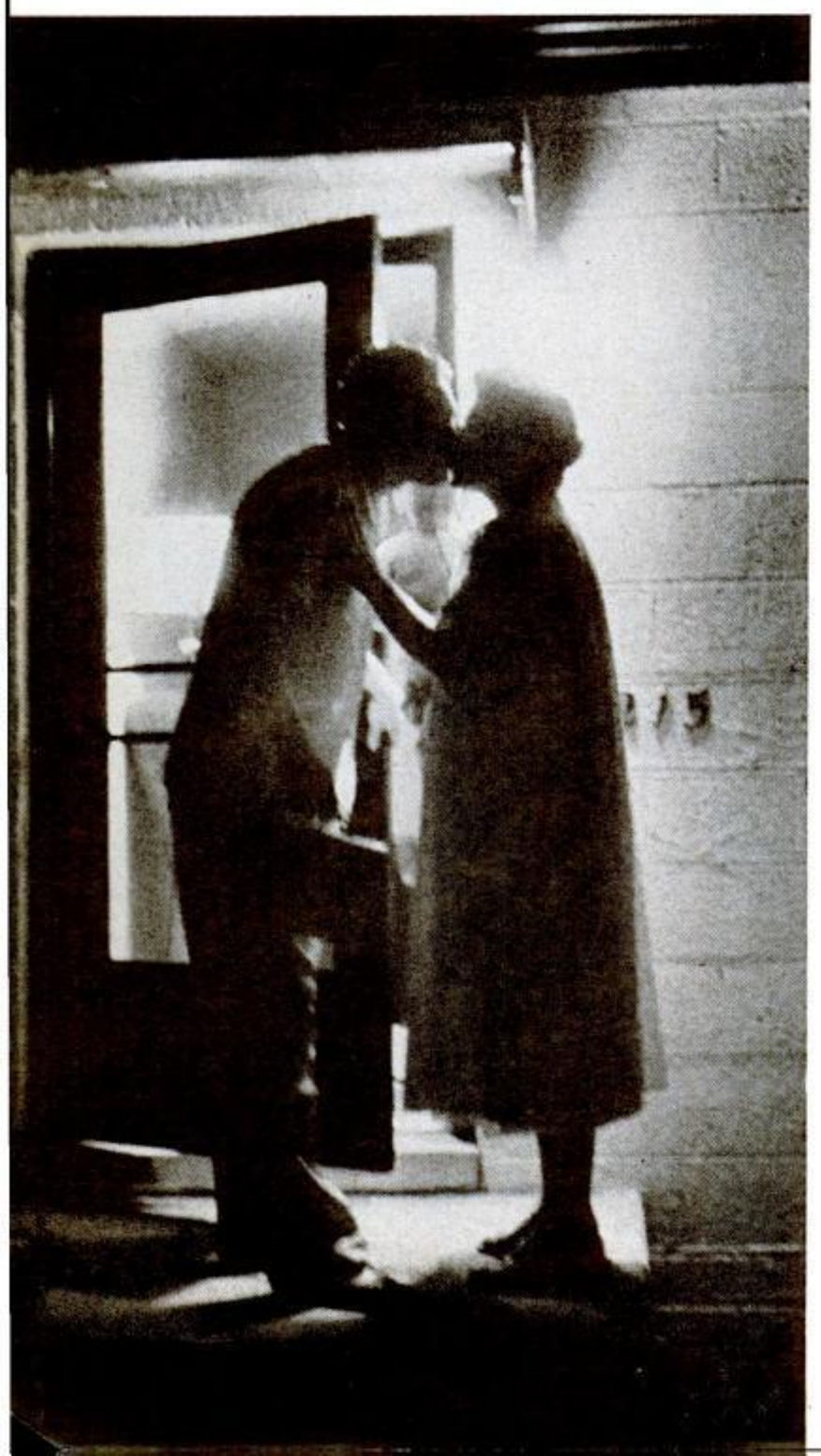


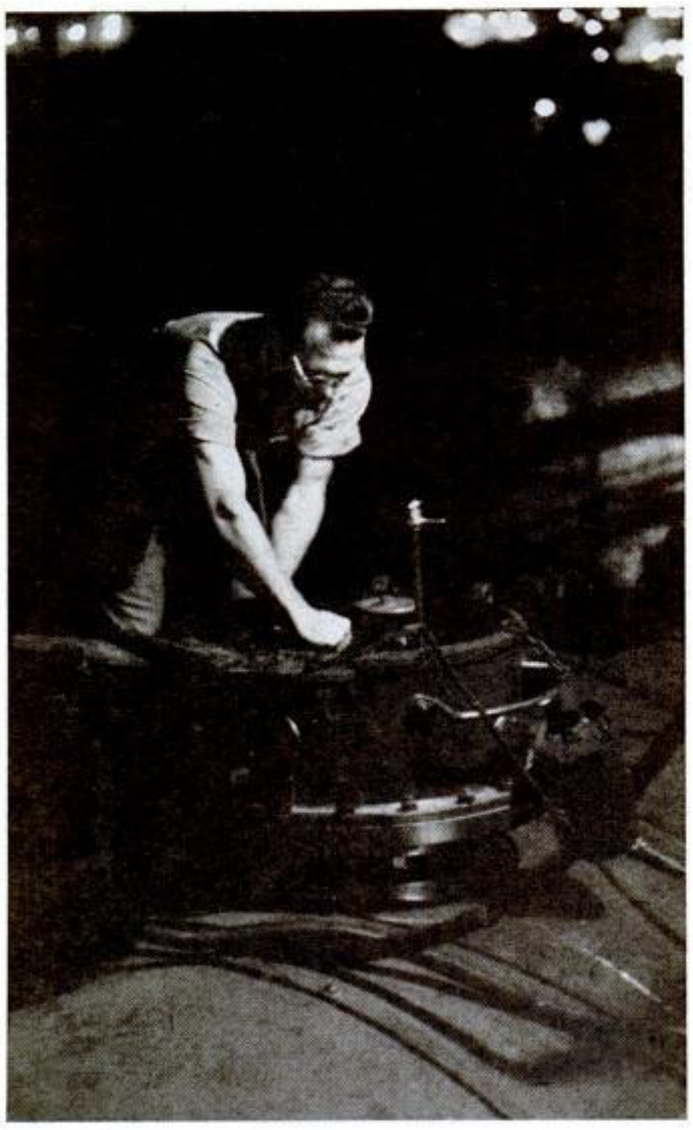
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SHIFT BOSS Woodrow Conner, 44, is an assistant superintendent who spends every night in a radio truck (*above*) prowling the sprawling reaches of an automated chemical plant. He has to keep an eye on the interlocking network of pipes and towers, checking each unit in turn, ever alert for signs of trouble. As compensation for the rugged job and schedule, the shift workers get a four-day weekend every 25 days. At the end of a night's work shortly after the above picture was taken, Conner's wife and four children came to get him in the family station wagon. As the sun rose, they headed for the 84,000-acre forest which Carbide maintains for its employes, soon were pitching camp (*right*) near good fishing waters.





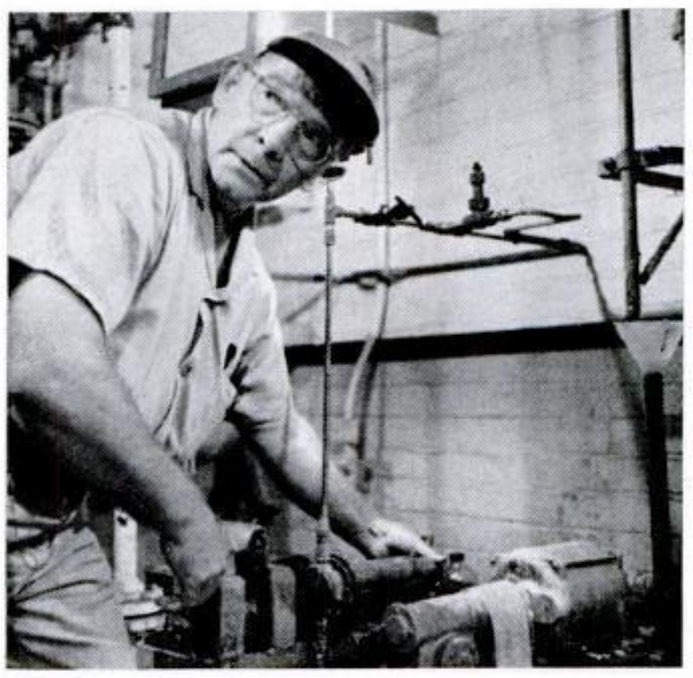


NIGHT MAN Bruce Caines, 33, works at the dark-to-dawn operations of a plant whose automated functions must go on around the clock. He kisses his wife goodby (*left*) at 10:15 p.m., gets to the plant at 10:45. Among his duties is the loading of tank cars with highly volatile butadiene (*above, left*). A spark could set off the

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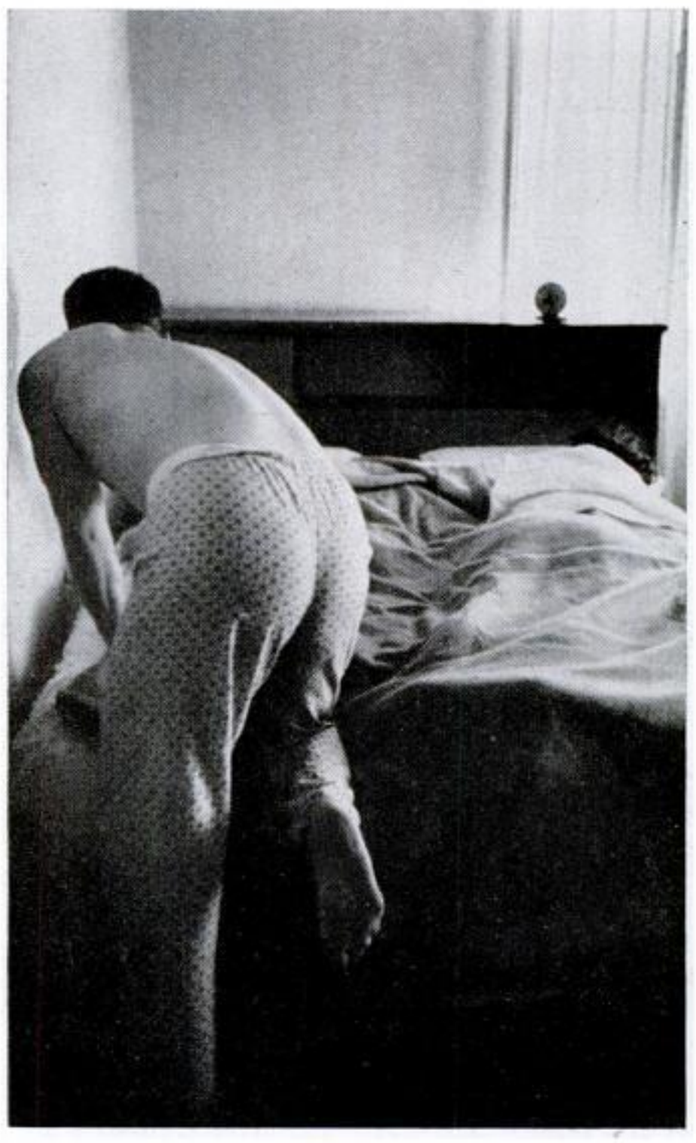




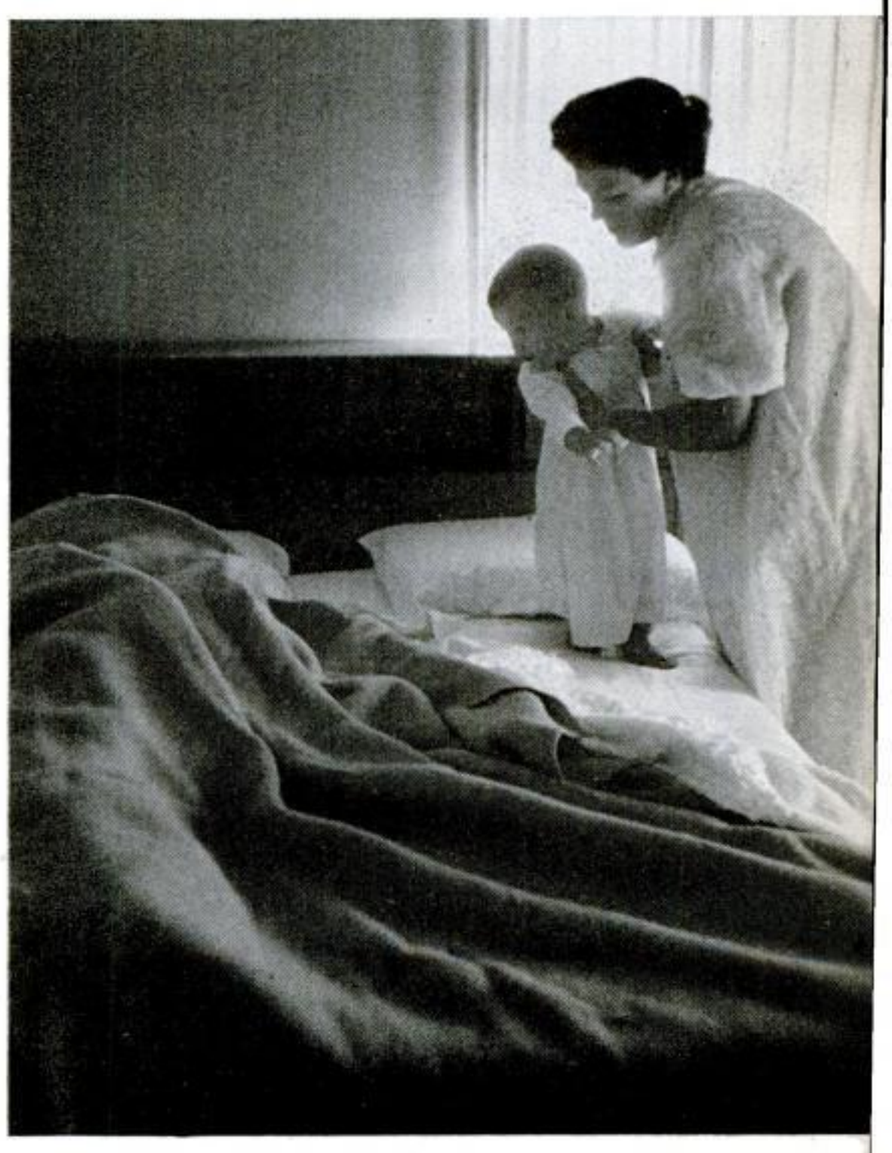
INVENTOR James Johnson, 51, is a night foreman who, although he has no formal scientific training or degrees, is credited with having one of the most creative technical minds at Carbide. His many ingenious devices have resulted in increased production efficiency and saved the company uncalculated thousands of dollars. At left he works over a precision pump he recently designed. A master gunsmith, Johnson spends many of his daytime hours making finely tooled guns which he has sold to Charleston's leading stores. Above, in the cellar of his home, he looks through a telescopic sight he is mounting on a rifle. Other Carbide shift workers pass their days being part-time farmers, filling-station operators, even insurance brokers.



whole tank. The last time a tank went up (at another plant), the explosions were still being heard in the valley several days later. At 4 a.m., Caines and a relief operator stop for a cup of



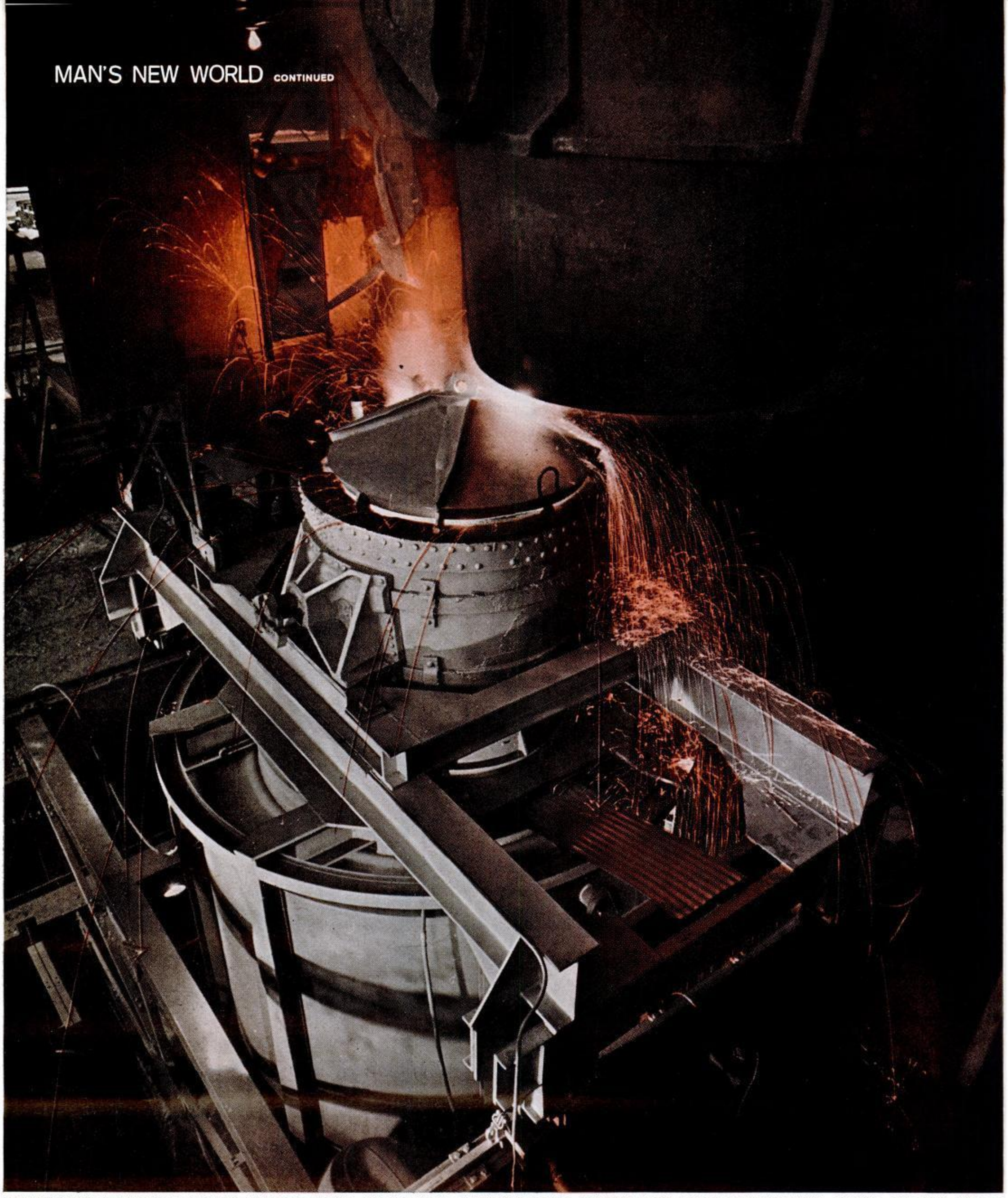
coffee (*above, center*). When Caines gets home, his long night over, at 7:30 a.m., he crawls quietly into bed without disturbing his wife or 16-month-old son Carleton—who, when he



wakes for a new day, is confronted with a father whose odd sleeping habits make it necessary for him to play noiselessly much of the day. Mrs. Caines postpones housecleaning until evening.

CONTINUED 87

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MOLTEN METAL POURS INTO AIRLESS CHAMBER AT U.S. STEEL MILL IN DUQUESNE, PA. TO ACHIEVE FIRST LARGE-SCALE VACUUM CASTING OF STEEL INGOTS

NEW TECHNIQUES FOR HOST OF NEW TASKS

The work at Union Carbide's South Charleston center covers only one facet of the operations of one company in one industry. Similar centers of technological activity exist all across the land and all are deeply involved in the varied techniques which are the hallmark of the new age.

Some of these techniques enable man to perform stunts like bouncing his voice off the moon and creating earthquakes artificially. Many of the innovations, however, are merely better methods for doing age-old jobs. Metallurgy is older than history. Yet it is only today that degrees of strength and purity which once would have been considered fantastic are attained by such means as the vacuum casting of steel. In the method shown above, the bottom section of the mold is a vacuum chamber with a cover of thin aluminum. A jet of molten steel poured into the mold melts a hole in the aluminum and streams in continuously, permitting no air to enter, and then sealing off the mold as the ingot hardens. The pyramid builders of the ancient world knew how to move mountains, but only with the expenditure of millions of man-hours of back-breaking toil. Today man moves a mountain (*right*) by expending hardly any sweat.

The following pages will show how man's increasing know-how permits him to make oil from rock and diamonds from carbon, to pump water with sunlight, run machines with paper tape, crack metals with sound waves.

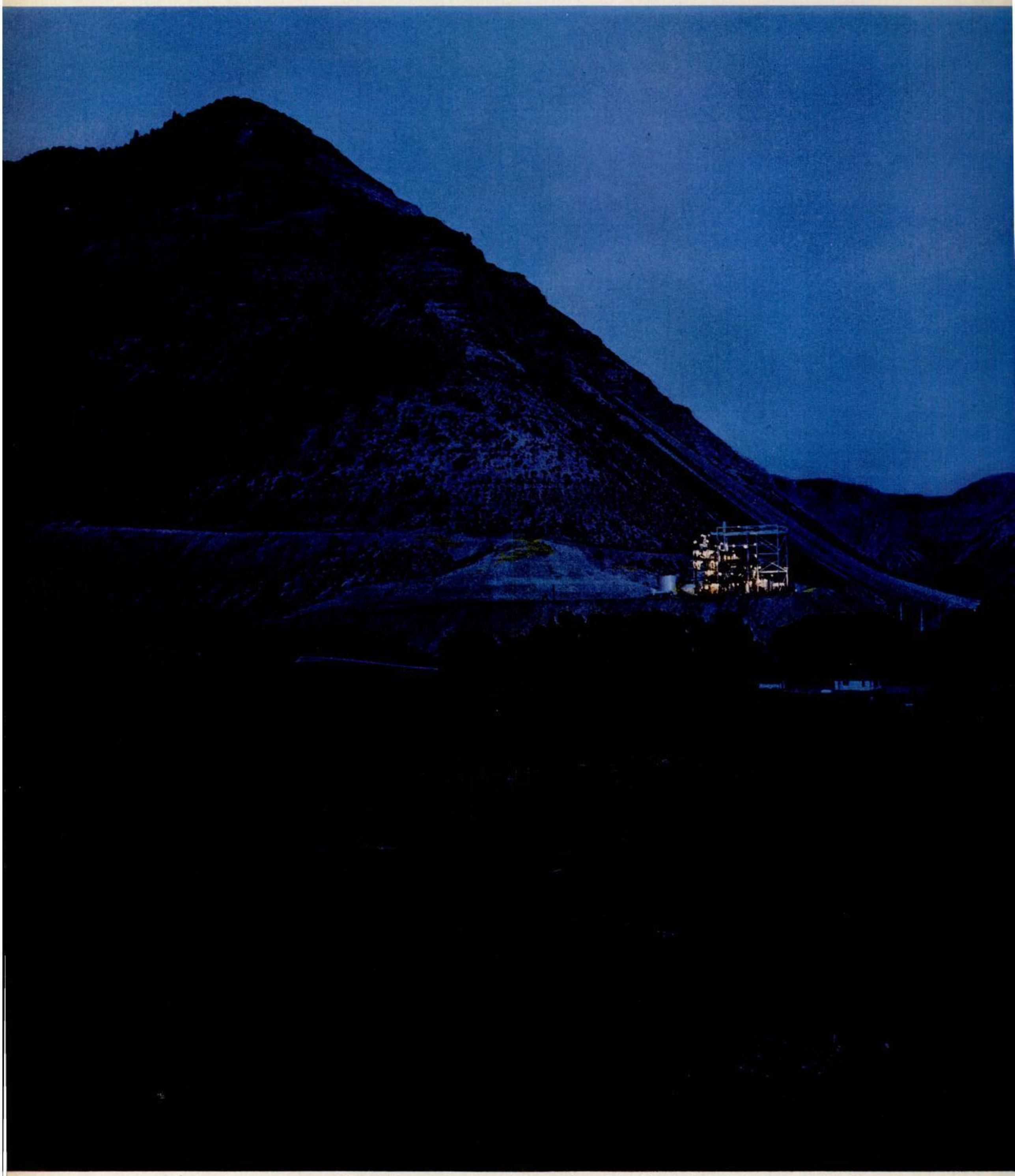
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NEW WAY TO MOVE A MOUNTAIN is used in building Southern Pacific Railroad spur across Utah's Great Salt Lake. Rock is carried two miles to barges by conveyor-belt system which works night and day. Made of rayon-nylon fabric, belt is the sturdiest and fastest ever made. System uses gravitational energy of its downhill sections to generate its own electrical power. Belt will move mountain of gravel 1,500 feet high, 10,000 feet in diameter at base.

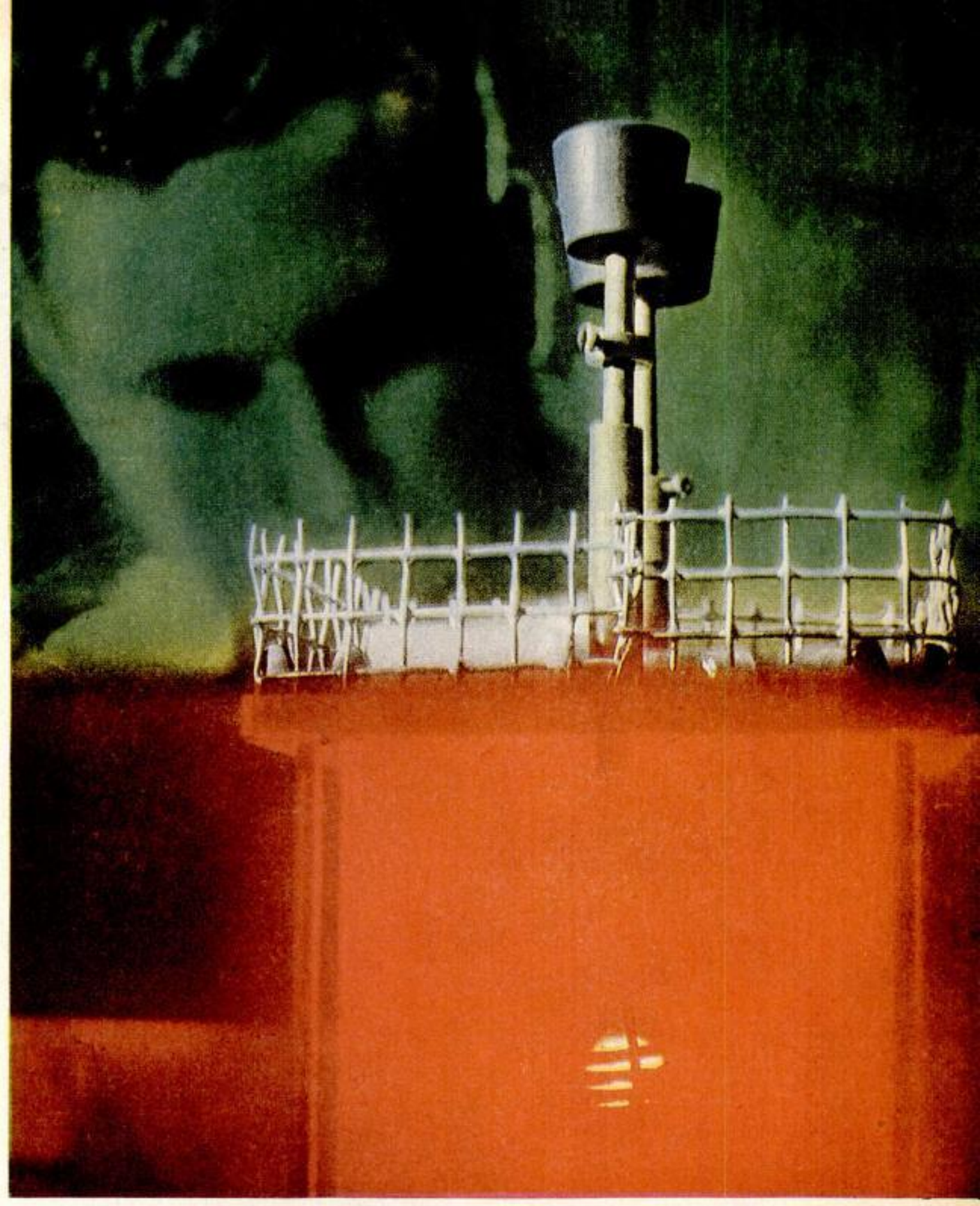
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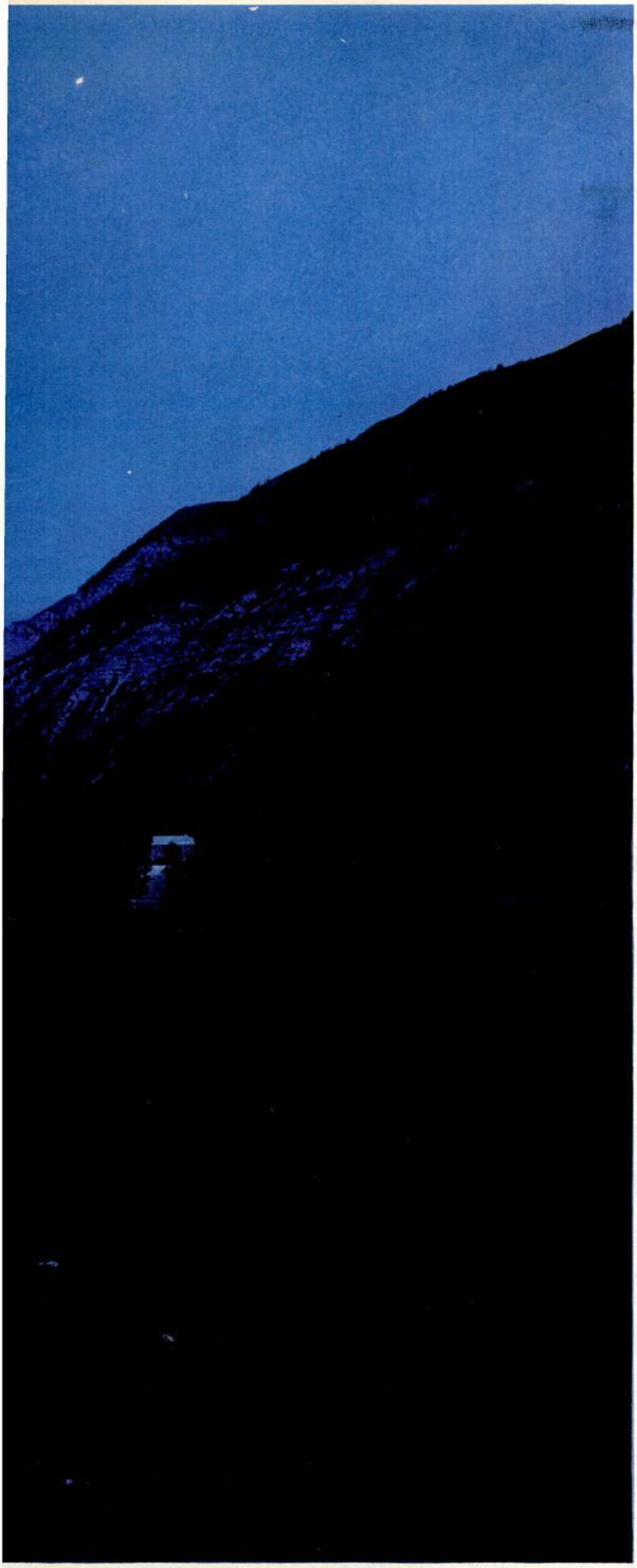


OIL FROM ROCK is made by a new process at Union Oil Company experimental plant in Parachute Canyon, Colo. Oil-bearing shale is chopped from mountain (*left*), sent down by cable car, roasted in huge retort (*lit up*, *center*) to yield petroleum and gasoline. As the nation's more accessible oil is used up, say oil engineers, the oil-containing rocks of western Colorado will constitute "the greatest concentration of potential energy to be found any place in the world."

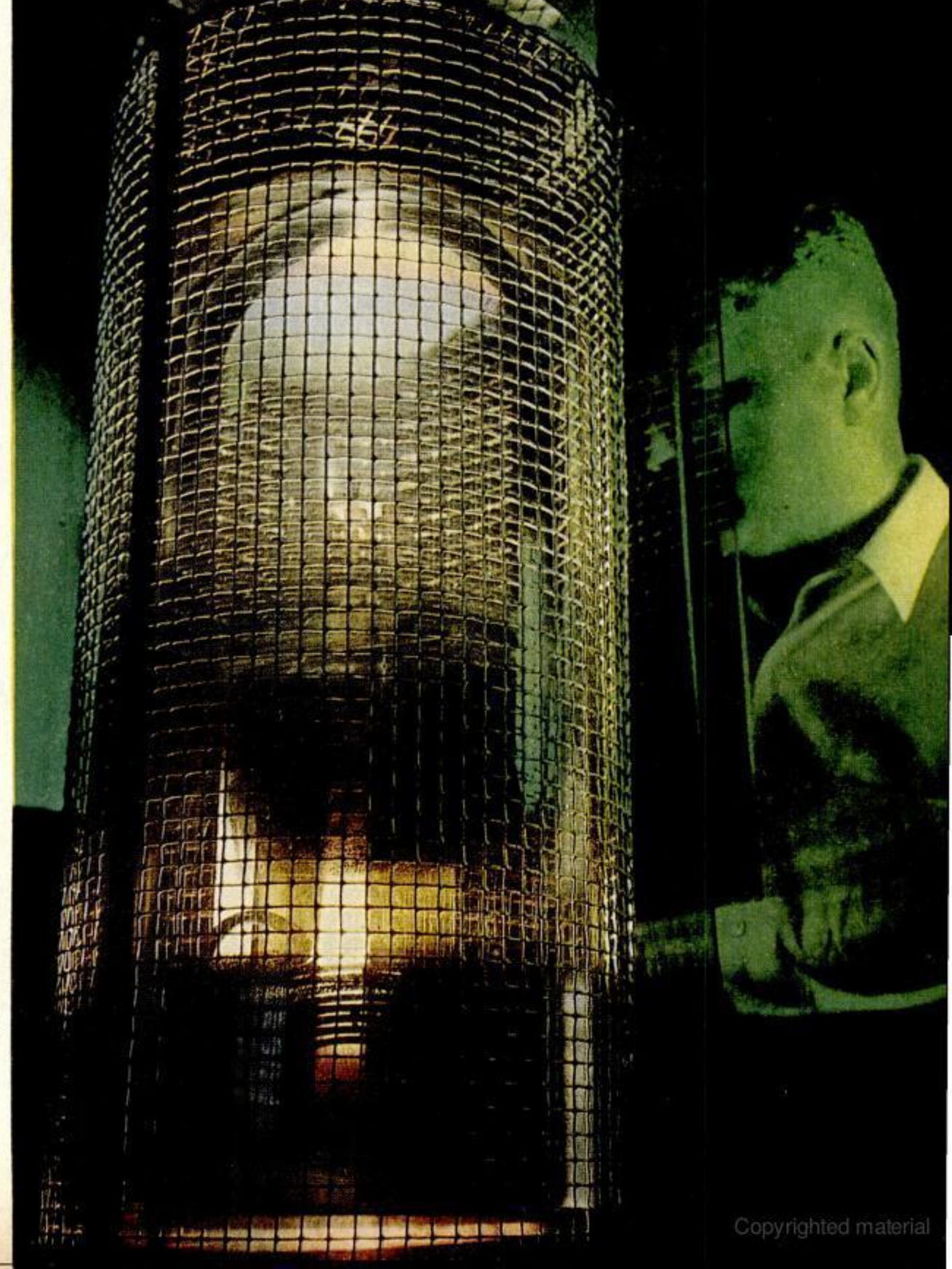
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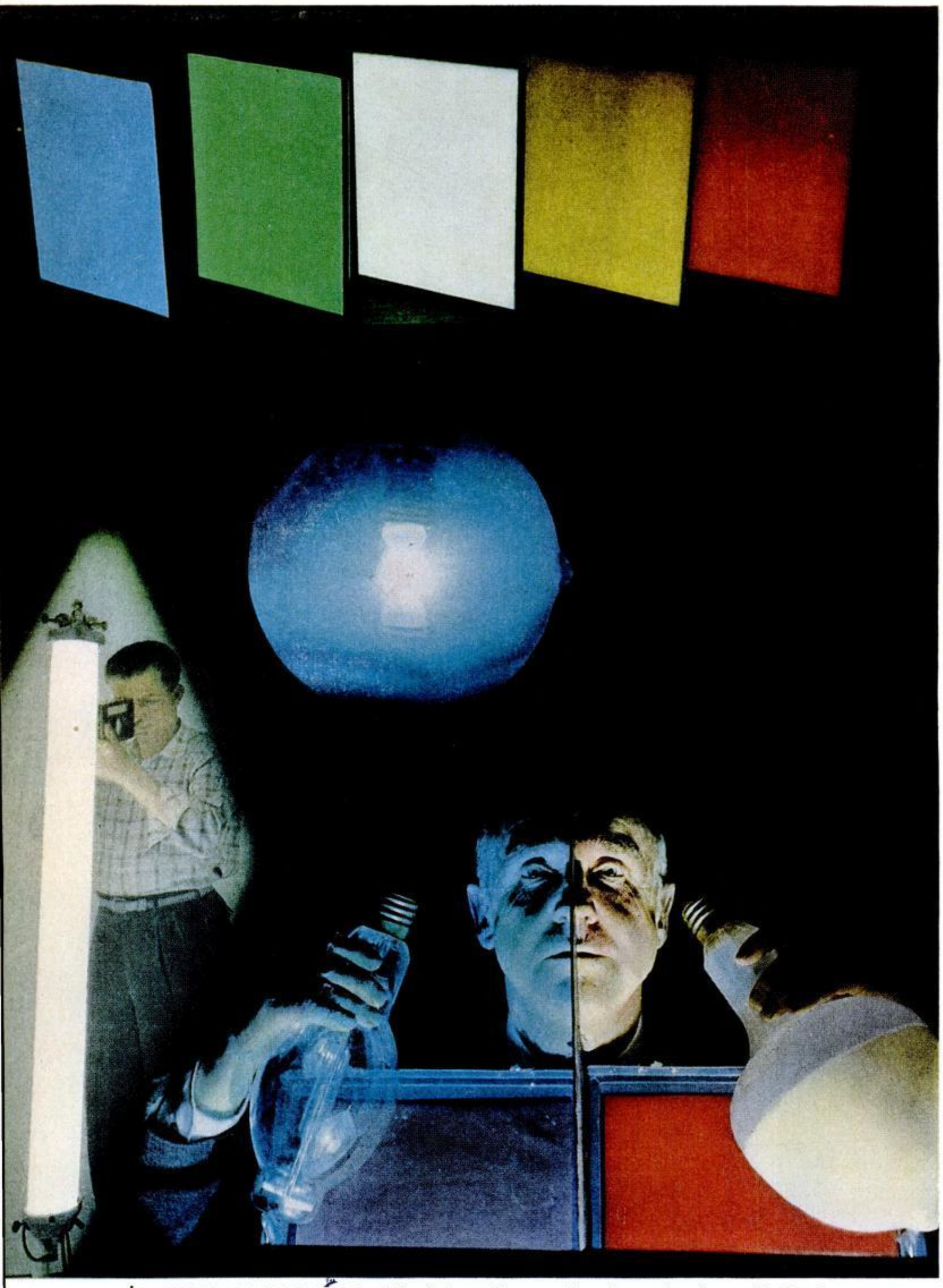
LEVITATION MELTING at Westinghouse produces uncontaminated titanium-molybdenum alloy. Remote controls (*top*) place alloy (*bottom*) in coil, where electromagnetic field holds alloy suspended in mid-air, creates high heat that melts it.



ZONE REFINING purifies rare metal, niobium, for use in jets and missiles. As it passes through coil (*bottom*) the bar is melted from bottom upward. Impurities move with heat, traveling up bar and leaving cooled areas behind in purer state. →



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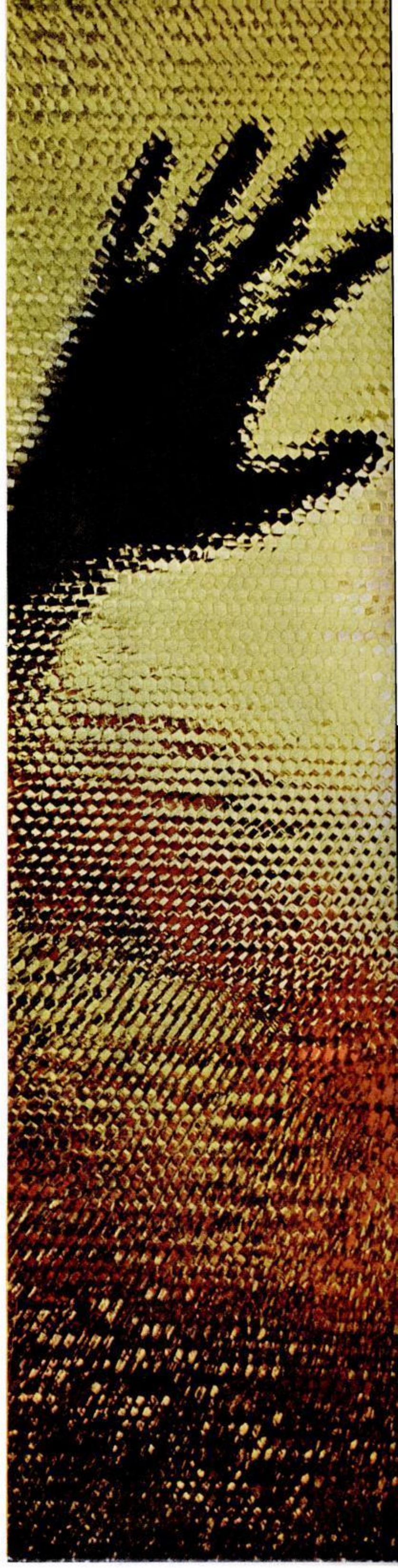


GLOWING LIGHT SOURCES at Westinghouse include colored panels (*top*) made of chemical salts, a mercury arc (*center*) whose heat can be greater than the sun's, the world's brightest fluorescent tube (*bottom, left*) and a natural-light mercury lamp (*bottom, right*) far better than old, harsh type.

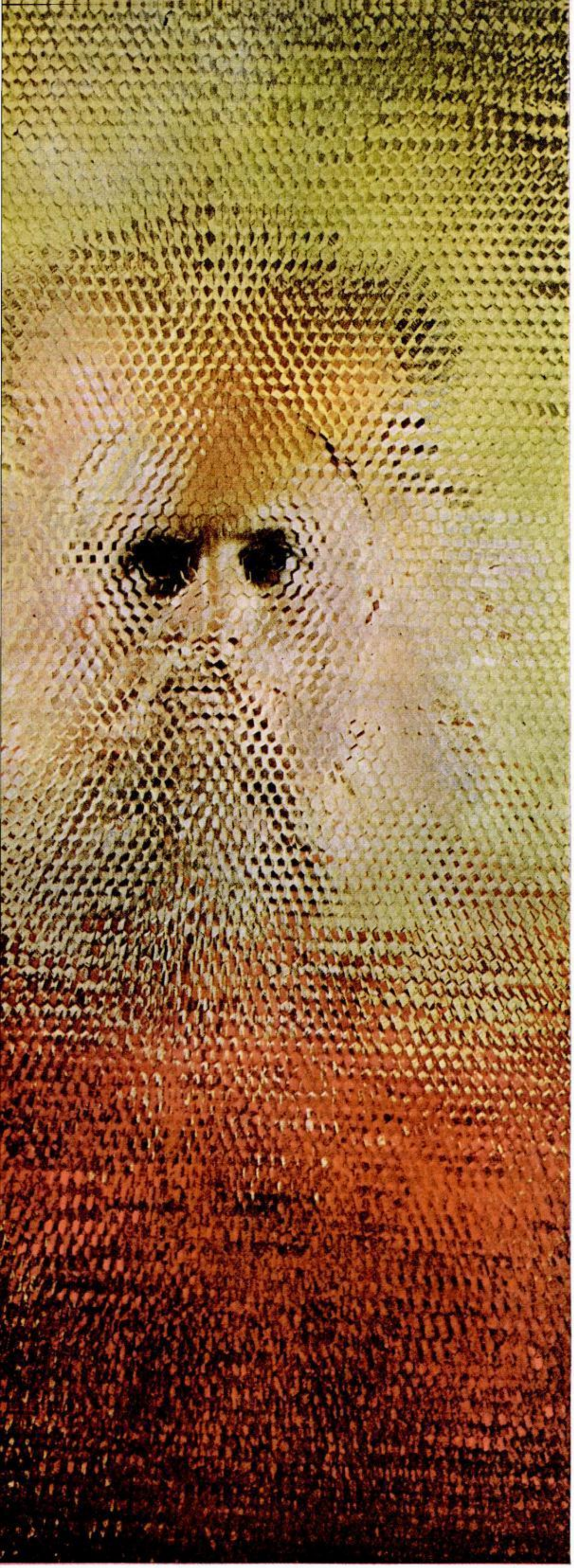
NEW USES FOR THE FAMILIAR

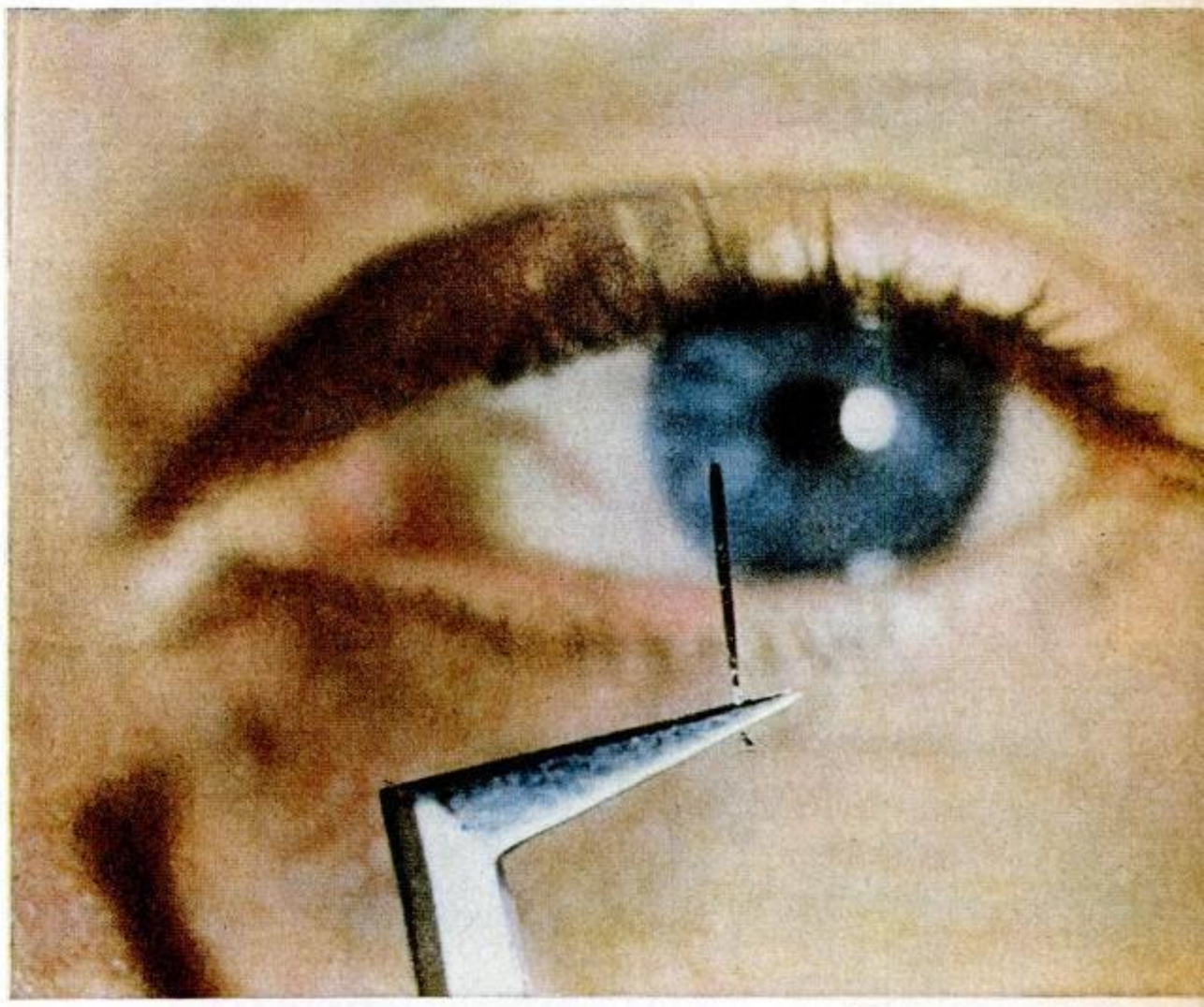
In his technical revolution man is finding myriad new forms and uses for old familiar materials. New ways of producing and fabricating such common metals as iron and aluminum give them far greater strength. Novel combinations of ceramics and metals called "cermets" (*far right, bottom*) considerably expand the capacity of electronic equipment. Some substances, when specially treated and refined, glow brightly with their own inner light, like the panels at the top of this page. Others can be made to produce either heat or refrigeration when excited by an electric current—and a home air-conditioning system based on this principle is already being produced by RCA.

The famous transistor, which almost overnight opened a new era in the already booming electronics industry, was made possible by combining in new forms two old materials —germanium, which had been virtually unused commercially, and silicon, the earth's commonest element. While making use of old materials, scientists have also created materials which never existed before at all (*turn page*).

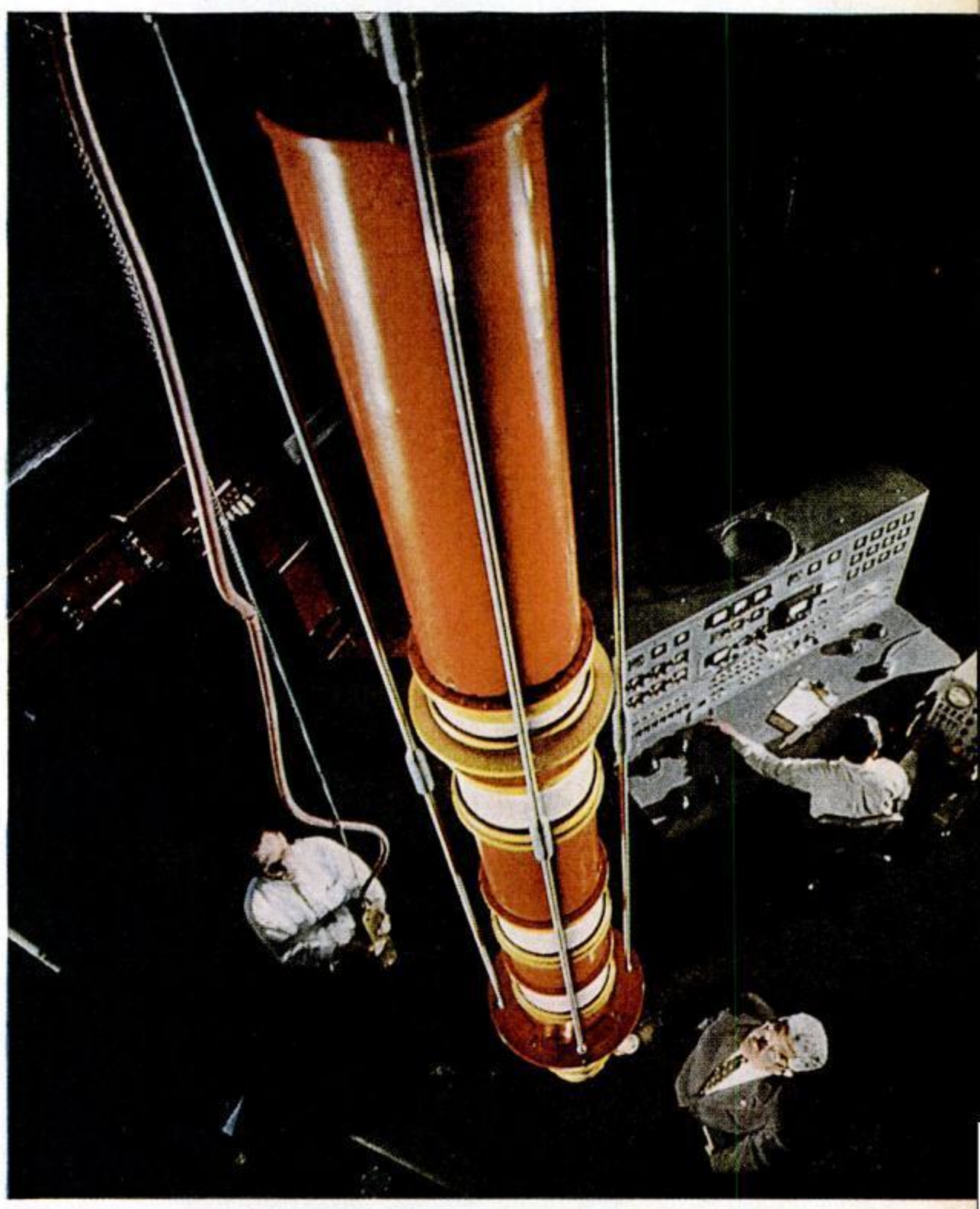


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IRON WHISKER held with tweezers before researcher's eye is a 1/1,000-inch-thick sliver "grown" in a chemical vapor. Because of extreme purity, common metals formed in this manner are nearly a thousand times stronger than usual.

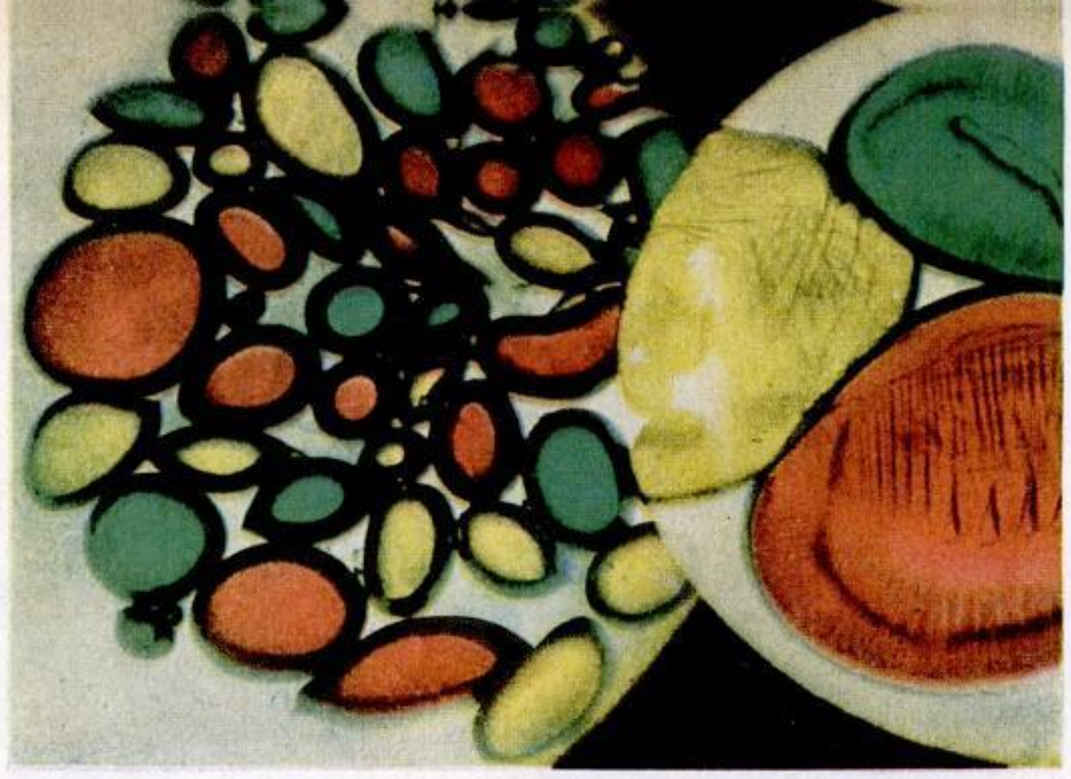


CERAMIC-METAL KLYSTRON, world's biggest vacuum tube developed by Eitel-McCullough, transmits long-distance radio waves. Such "cermets" combine the heat-resistant characteristics of ceramics with the strength of copper and steel.

← **ALUMINUM HONEYCOMB** made from foil 1/1,000-inch thick is full of airy cells through which Northrop engineer is visible. Sandwiched between aluminum plates, it makes a slab which is extremely light yet extraordinarily strong.

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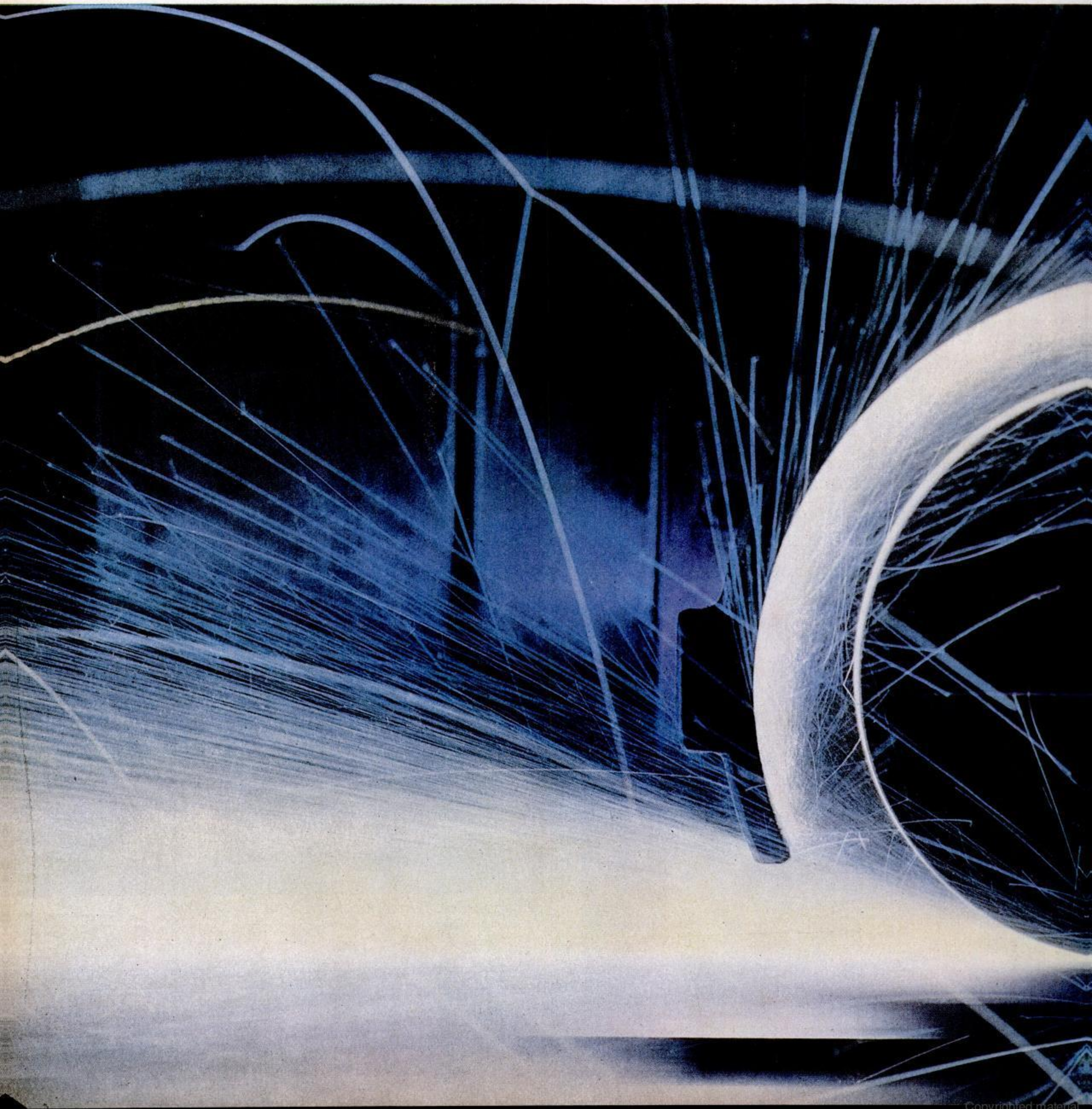


DRY LIQUID is made at National Cash Register Co. by coating tiny dye droplets (magnified here twelve times) with dry jackets that will rupture when pressed. Spread on back of paper, it produces copies without benefit of carbon paper.

NEW MATERIALS TO

The steady improvement of known substances has not satisfied the exacting demands of a roaring age of reactors and rockets. To meet new needs scientists have gone back to substances which were known to exist but which were considered too rare or troublesome for industrial use. Elements like hafnium, gallium, lanthanum, xenon and niobium, once little-known names on periodic tables, have suddenly become briskly marketable commodities.

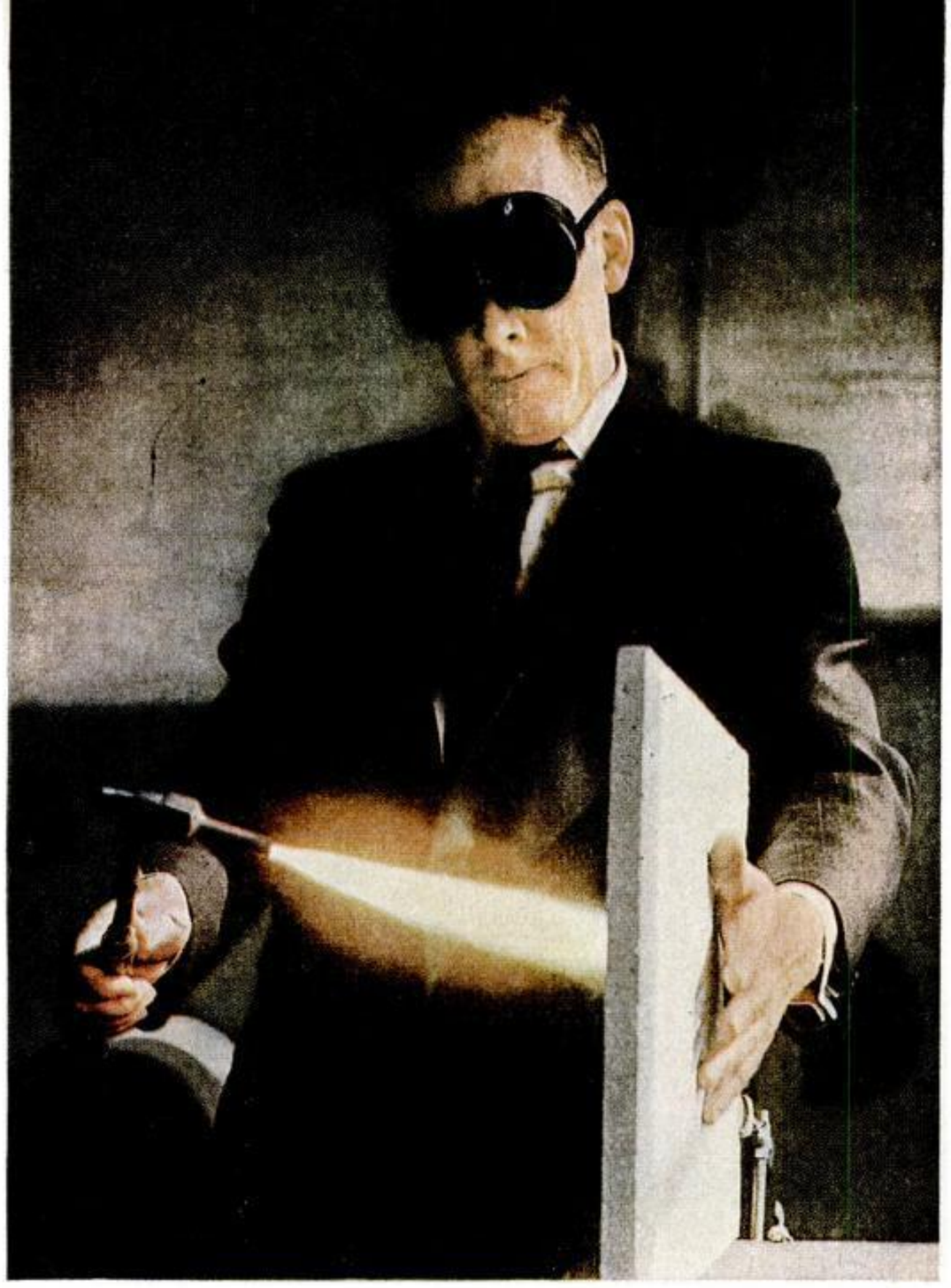
Builders of atomic reactors were hampered for a while by lack of a metal which would permit free passage through it of the slow neutrons that keep a chain reaction going. But they have found it in zirconium (*below*) a metal so difficult to handle that industry had long avoided it. Now, because reactors need zirconium, ways have been found to deal with it.



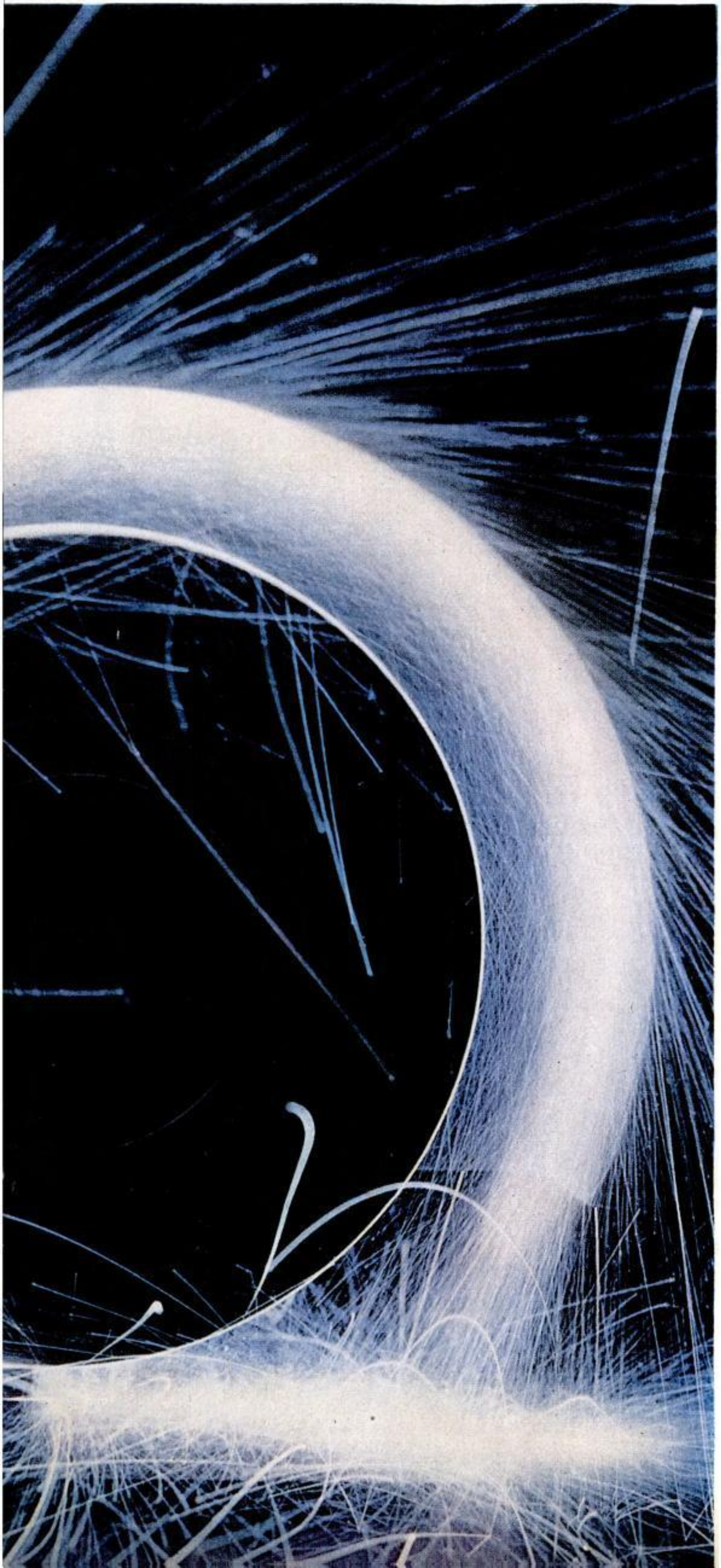
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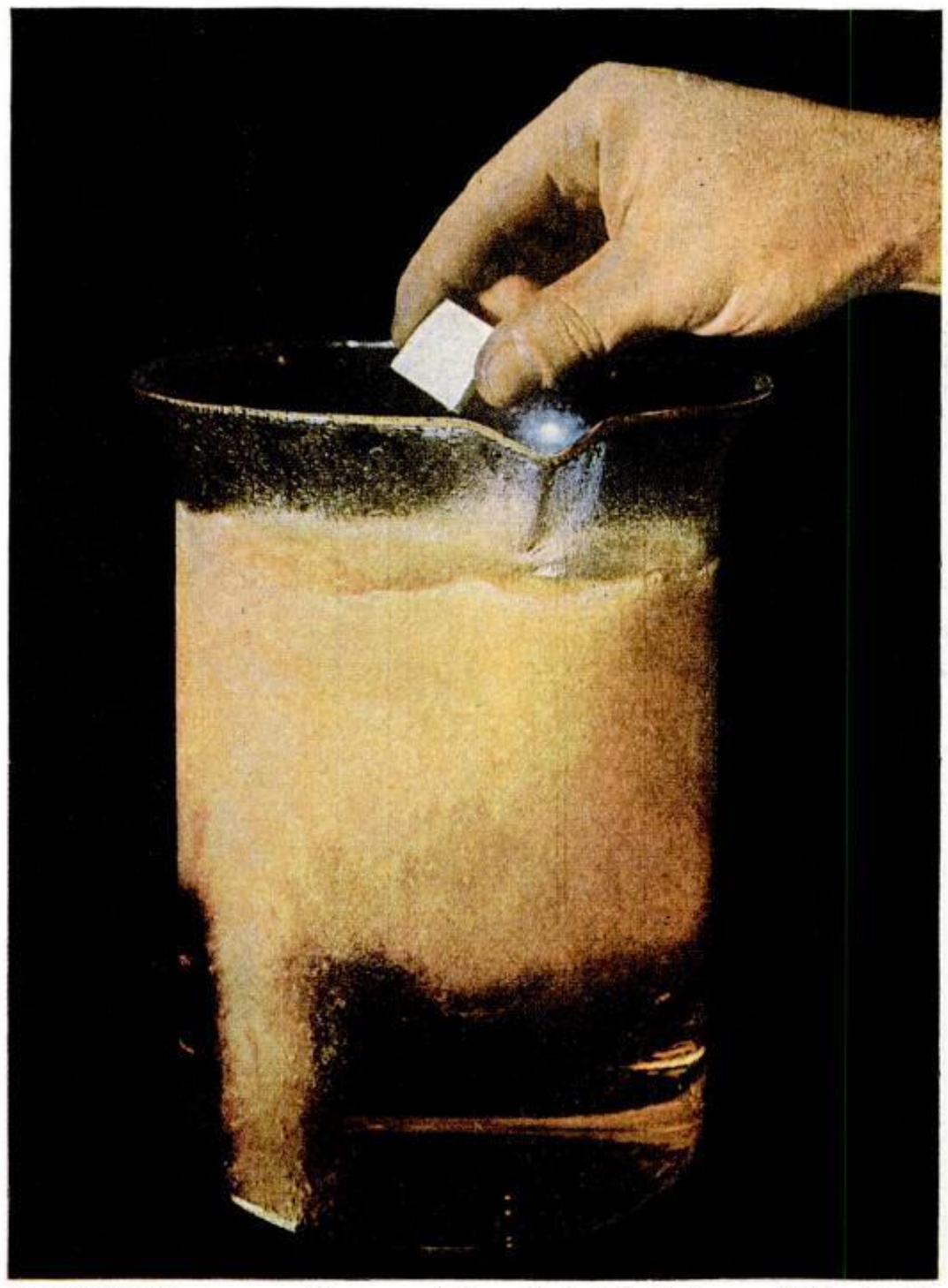
MEET NEW DEMANDS

Sometimes a brand-new material is created without a specific demand to meet. Clathrates (*bottom, right*), which can trap gas in a small space, may enormously increase rocket-fuel efficiency by making it possible to replace bulky, dangerous liquid oxygen with a safe, clathrated fuel that stores its own oxidizing agent. Often a material made for a minor purpose turns out to have more significant applications. Encapsulated dyes (*left*) were originally developed to eliminate carbon paper in copy work. But because they turn color with astonishing on-and-off rapidity when hit by light rays they may become speedy new "chemical switches" that can be used in computing machines to replace larger and costlier vacuum tubes and transistors, thus hurrying along still another revolution—the one occurring in the fast-changing field of automated controls (*next page*).



FIBERFRAX is insulating material made of ceramic fibers at Carborundum Co. Torch heated to 4,892° F. is held against inch-thick panel for two minutes without heating researcher's hand. Such treatment would have decomposed asbestos.





CLATHRATES are crystalline materials made by Westinghouse. Molecules in the crystals are arranged in a structure designed to trap enormous amounts of gas in a tiny space. The gas is released when clathrate is dissolved in water.

←**ZIRCONIUM**, metal needed for nuclear reactors, is so little known that tests had to be run on 25 varieties of grinding wheels just to find ways of grinding it properly. One is shown here making sparks fly from zirconium bar (*on table*).

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CONTROLS FOR A NEW AGE OF COMPUTERS,

A number of brilliant developments in mathematics and electronics have given man an unparalleled degree of control over his crowded communications channels (*right*) and over his tools. He now can build not only machines to make things, including other machines, but also machines that can regulate and repair themselves and correct their own errors, and machines that run entire offices and factories.

Punched paper tapes (*below, right*) mastermind complex production processes. Computers solve in minutes problems that would take a lifetime of pencil-and-paper calculation. Computers can also, by technological make-believe, try out a variety of experiences which once cost dearly in time, money and lives. They simulate conditions of flight, thus making unnecessary some real test flights. They simulate submarine operations (*below*) so realistically that trainee sailors can, without going near the water, go through all the normal activities of submerged seafaring as well as emergency situations like losing a rudder or being hit by a torpedo. (The machine even grades each

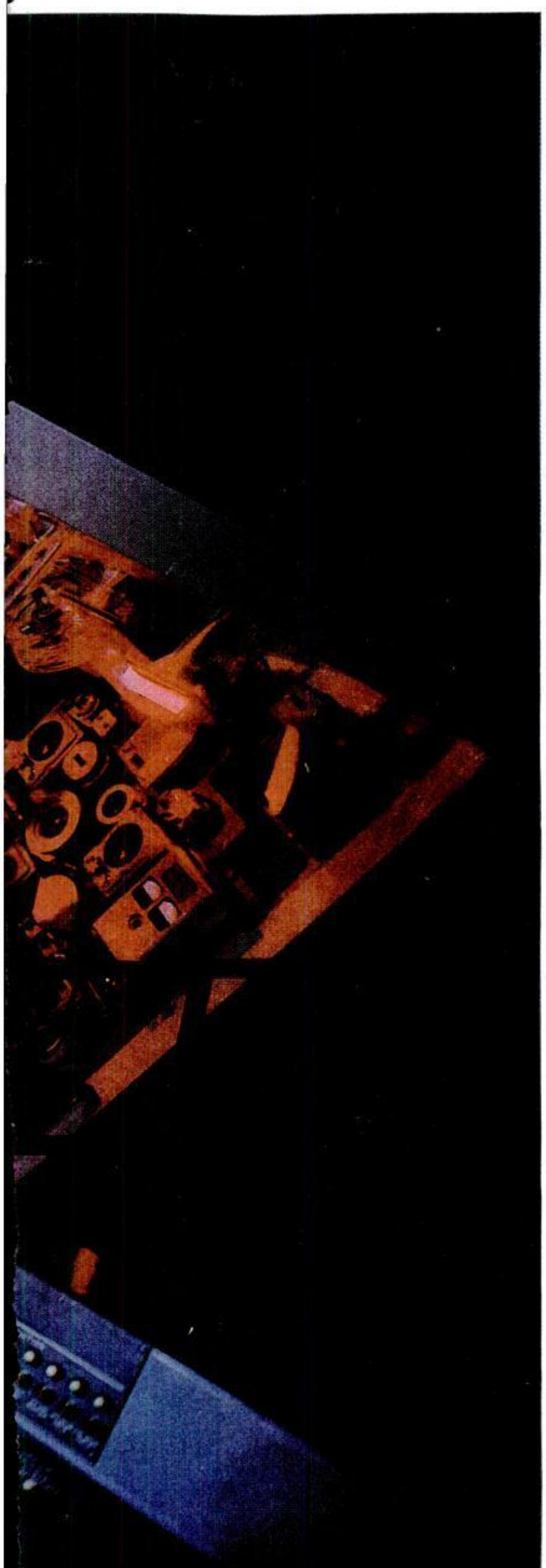


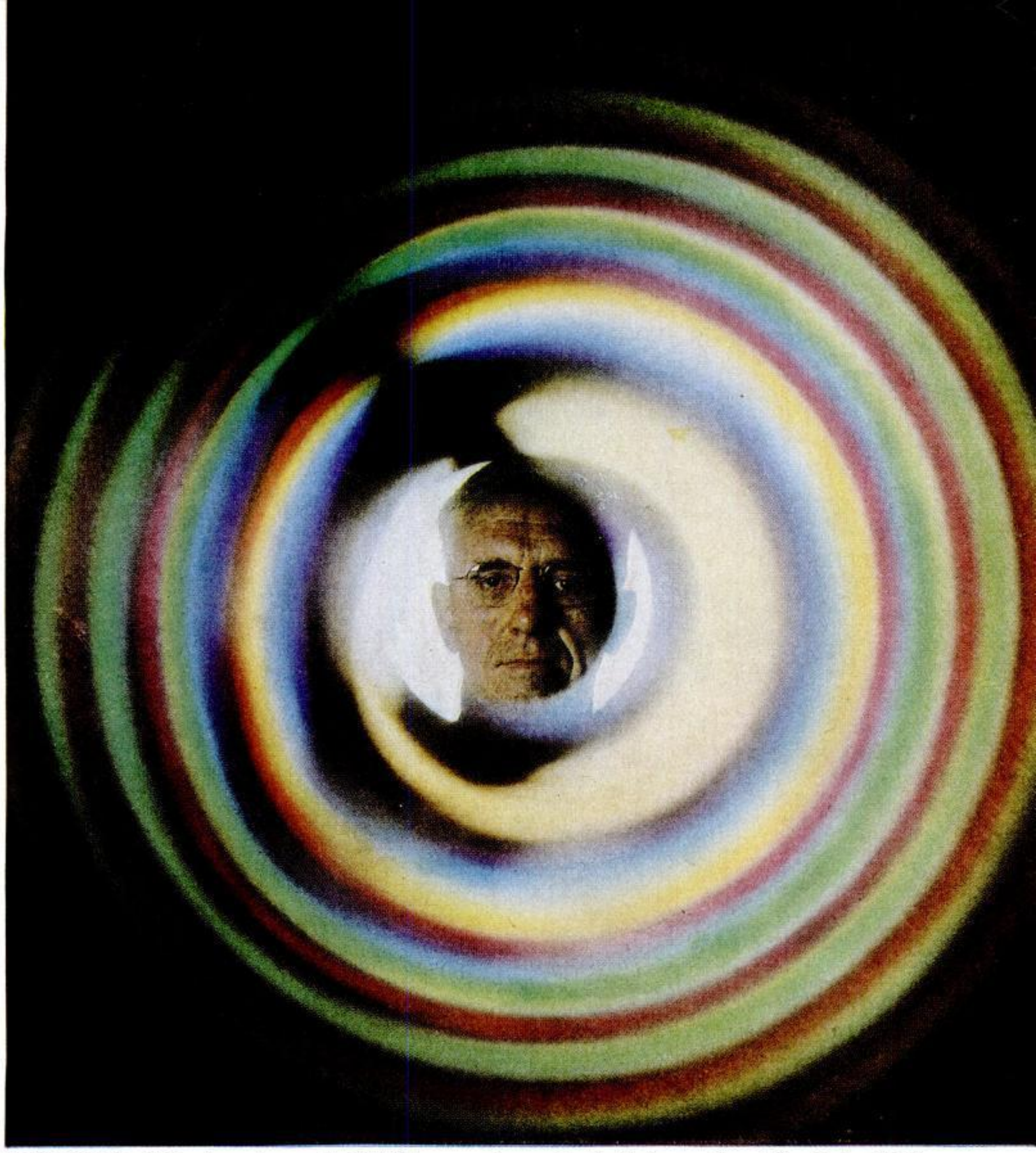
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AUTOMATION

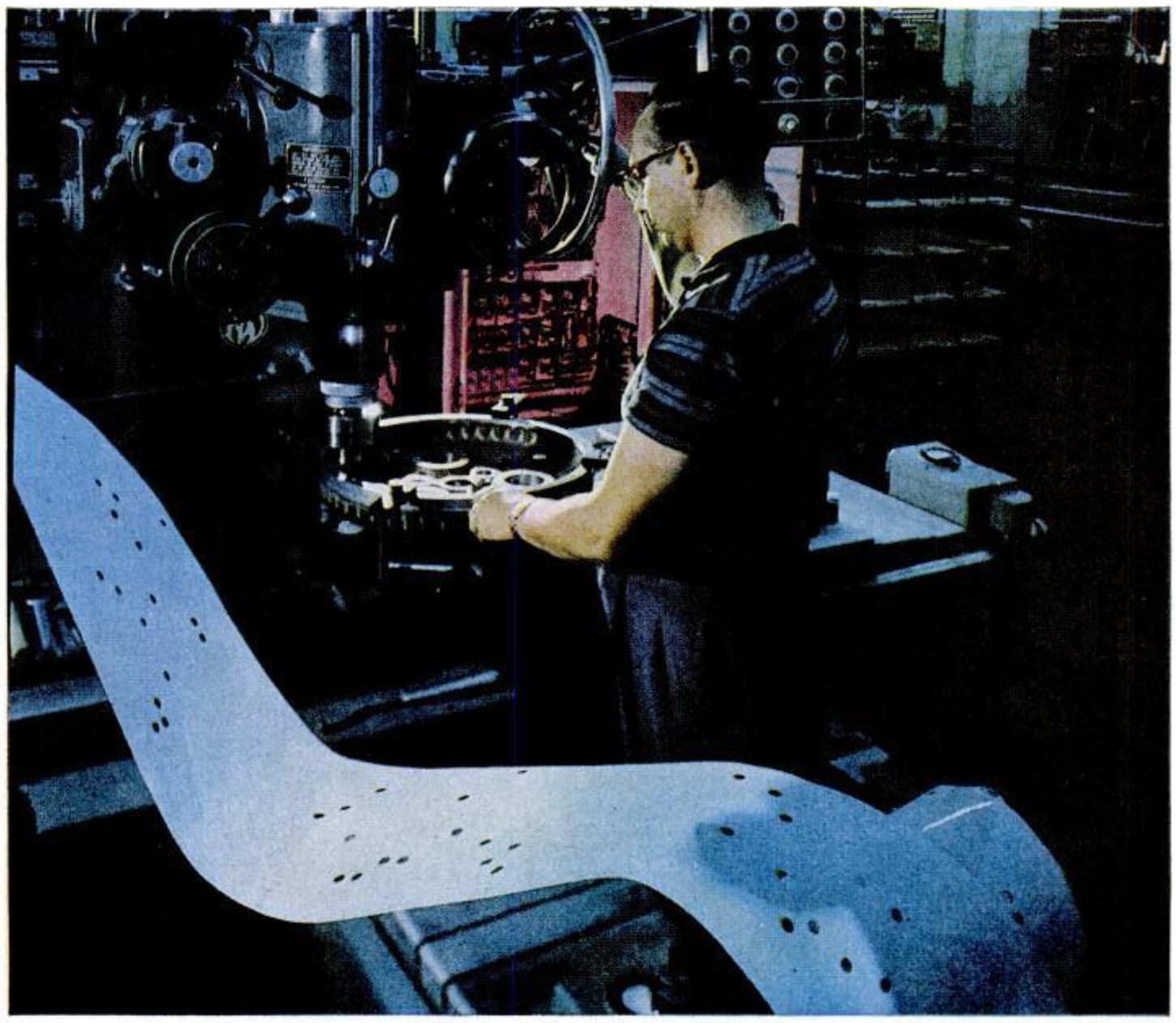
trainee's performance and issues report cards.) A businessman who wants to open a supermarket in Detroit consults a computing machine. So does a general eager to test new battlefield strategy.

As automation raises the levels of productivity, science has to seek new sources of power (*next page*) that will maintain these levels.





WAVEGUIDE TUBE, shown here with Bell Telephone Laboratories scientist peering down spirally-grooved length, will be able to transmit and control thousands of telephone calls and hundreds of TV programs at the same time, thus preventing a hopeless jamming of crowded communications channels.



←**SUBMARINE SIMULATOR** set up by General Dynamics Corp. can make mock-up of control room (*red*) behave as in a real undersea night operation.

AUTOMATED JIG-BORER at Pratt & Whitney drills intricate patterns of holes in metal, guided by punched tape (*blue*) and electronic controls (*pink*).

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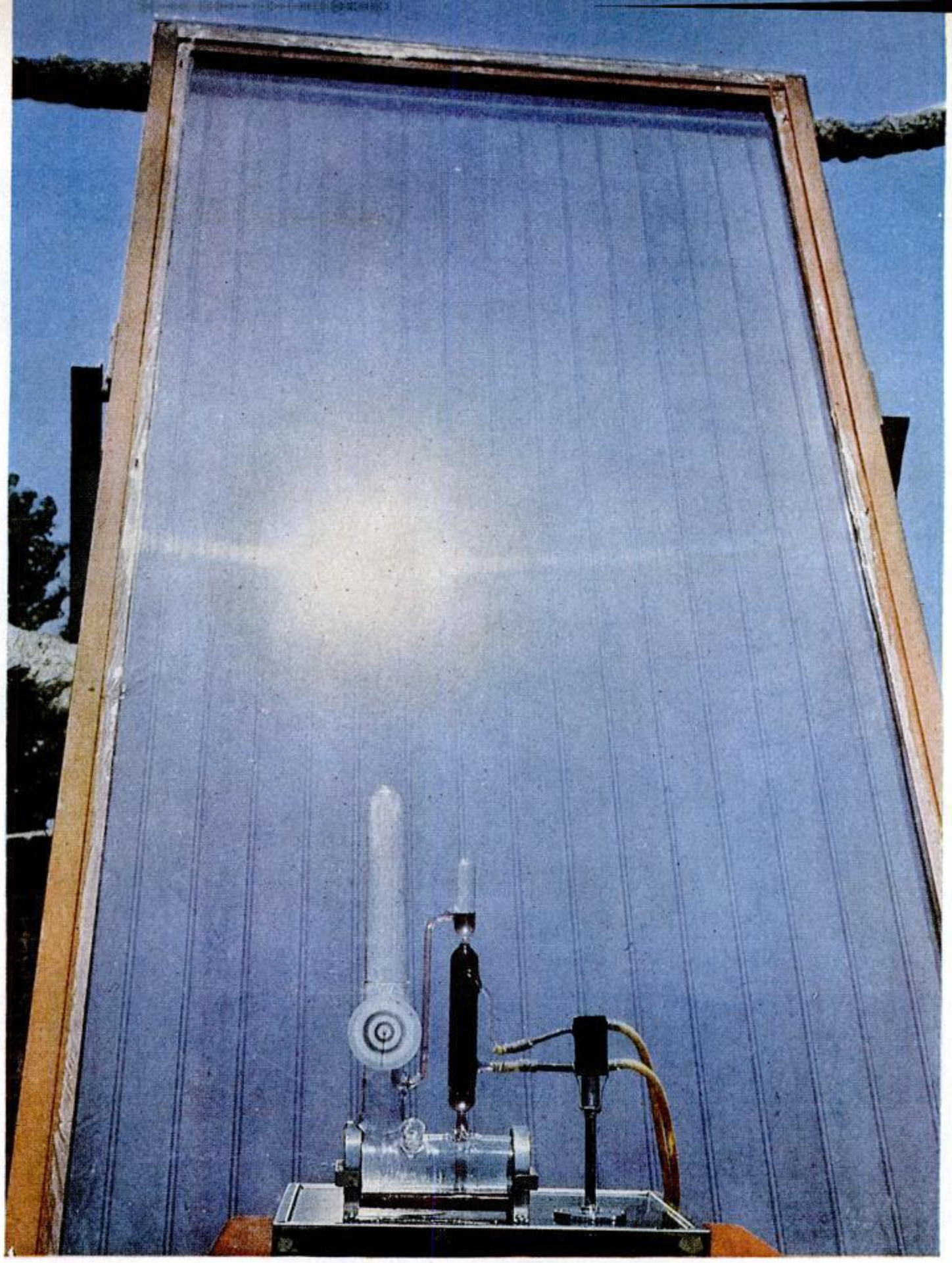
PORTABLE ATOMIC REACTOR is among the first to be turned out on quantity basis by Aerojet General Corp. Used for training and research purpose only, the tiny reactor comes complete with protective shielding and chain-reacting pile and can be installed as is in any classroom or laboratory. Here at a Navy training school in Monterey, Calif. an instructor removes a test specimen from the core of the reactor while his students (*background*) watch the control console.

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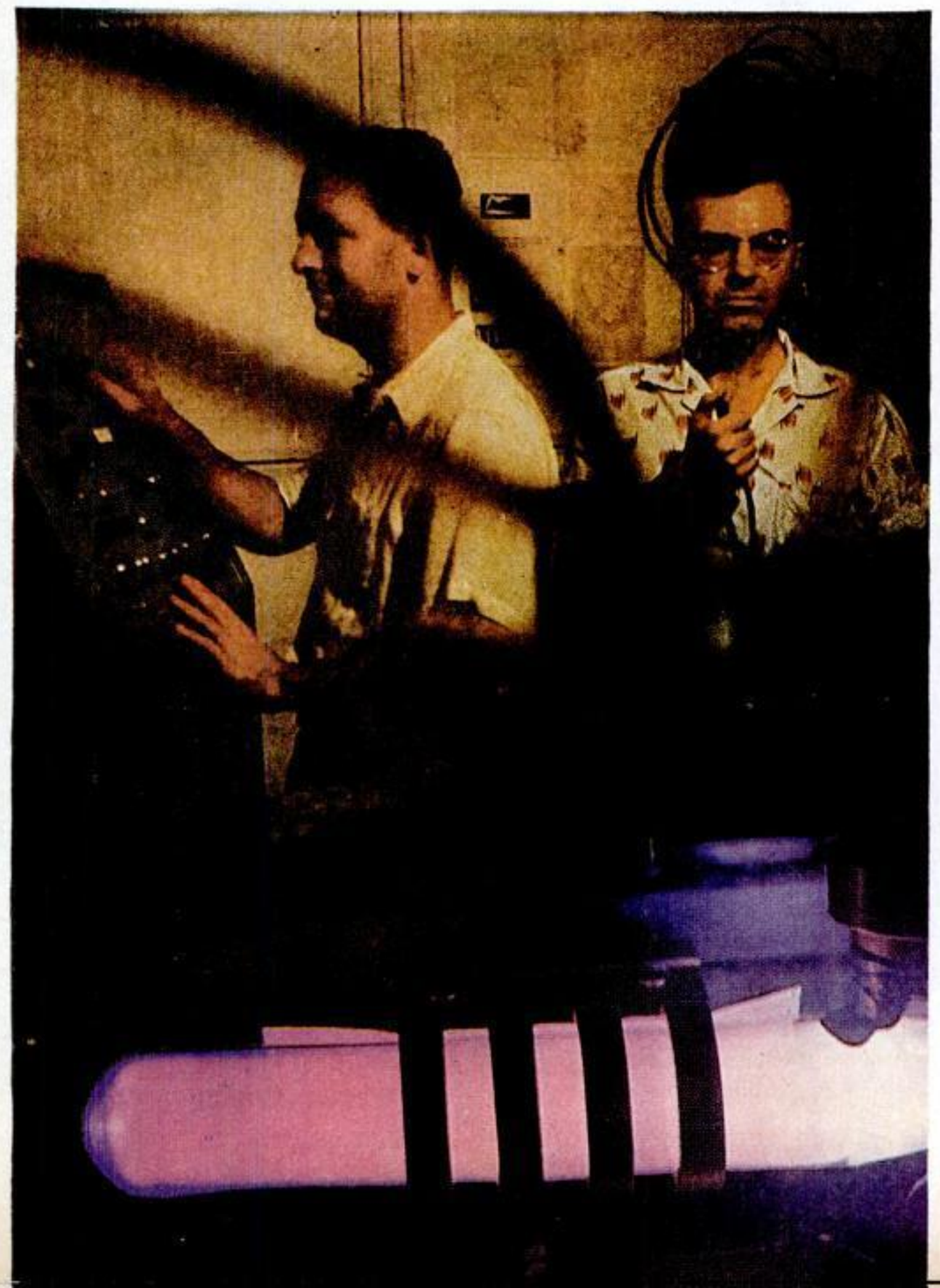
NEW SOURCES OF ENERGY

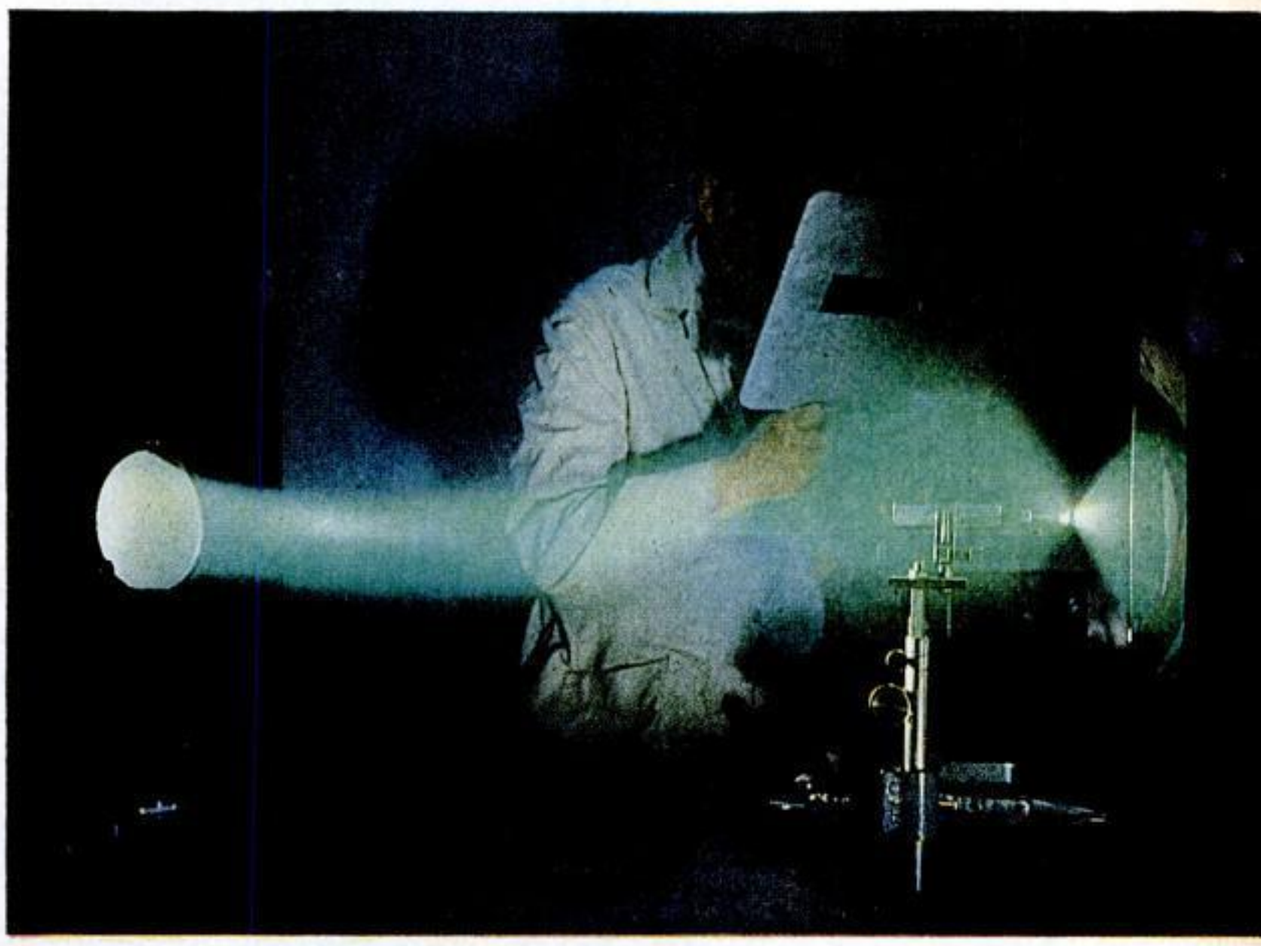
Scientists have begun to worry about what a rapidly multiplying mankind will use to replace its rapidly dwindling supplies of oil, coal and other present sources of power. Industry has devised many ways for converting one form of energy into another, as light into heat (*bottom, right*). Researchers have figured out ways to utilize directly the energy of the sun's rays (*right*). Uranium fission, the slowed-down action of the atomic bomb, is already in use (*left*) for land power stations and atomic submarines, may soon be propelling merchant ships and airplanes. Only a year or two ago atomic power was prohibitively expensive. But research has reduced costs so rapidly that a dozen or so private concerns are now planning their own reactors. In England an atomic power plant is already competing with other power producers, and the power-short nations of Western Europe are about to get electricity economically from the harnessed atom.

But atomic energy contains certain built-in disadvantages: fissionable material is expensive; it presents serious safety and disposal problems. Man's great hope of unlimited power lies in the quest for a method of harnessing fusion, the reaction which makes the hydrogen bomb. Hydrogen is cheap and abundant; the fusion process is safe, and produces no radioactive waste. Technologists (*below*) are already tackling the obstacles that fusion presents—such as generating the millions of degrees of heat required to trigger the reaction. The extreme temperatures involved in the new technology present only one of many strange environments which challenge the ingenuity of today's scientists and engineers (*next page*).



SOLAR PUMP developed by Jet-Heet, Inc. gets its power directly from the sun. Rectangular collector (*background*) traps heat from sun's rays. Conducted to working model (*foreground*), heat turns liquid in pipes to vapor. The vapor forces red liquid upward, then down tube to turn paddle wheel (*in large tube*).



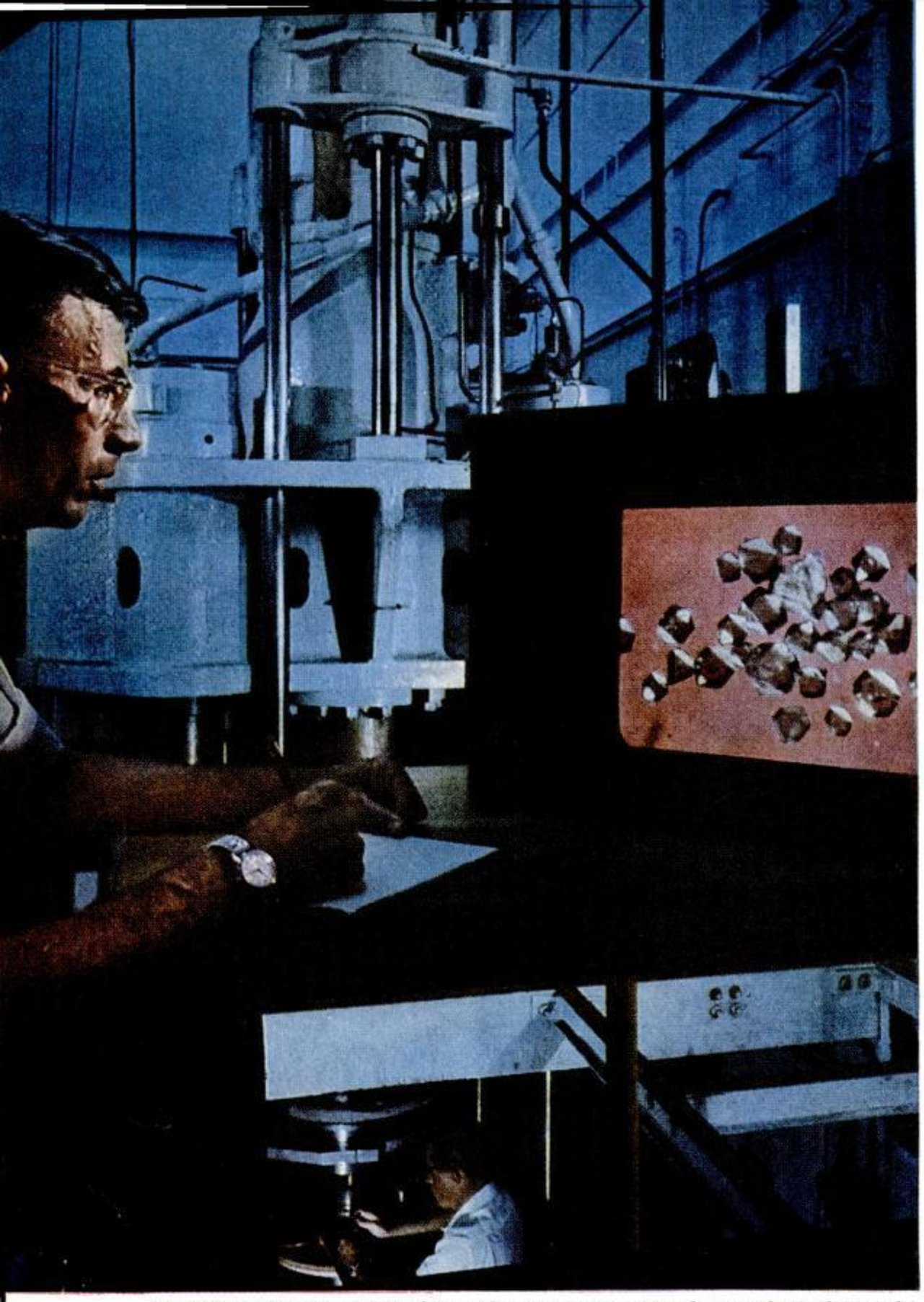


ARC-IMAGE FURNACE at Union Carbide concentrates light from carbon arc to generate temperature equal to sun's in order to vaporize tungsten, which cannot be melted by other heat sources—gas or electric—without being contaminated.

←**CONTROLLED FUSION** is goal of experiments at Naval Research Laboratory. Heavy hydrogen atoms in shock tube (*foreground*) are made 100 times as hot as sun's surface, but this is still far short of temperature needed to start fusion.

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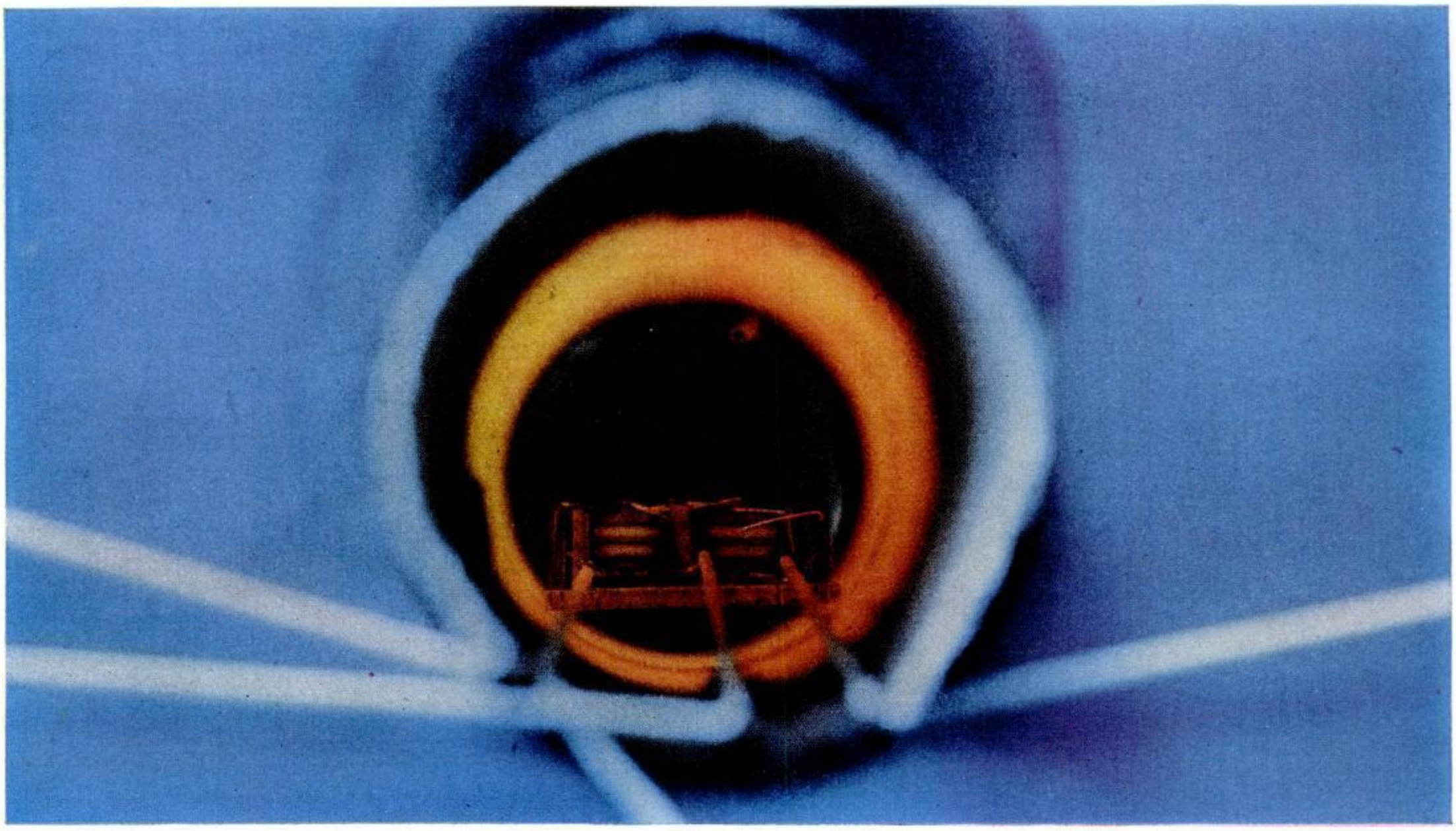
EXTREME PRESSURE on hot carbonaceous matter makes synthetic diamonds. Here a G.E. scientist works 1,000-ton diamond-making press. Projected on screen is magnified picture of diamonds already made for comparison with new batch.



INERT GAS is the atmosphere prescribed for many delicate welding tasks. Here a Boeing welder works on a titanium joint which must be welded in a plastic bag filled with argon gas. In ordinary air the molten titanium would explode.

A NEW ENVIRONMENT

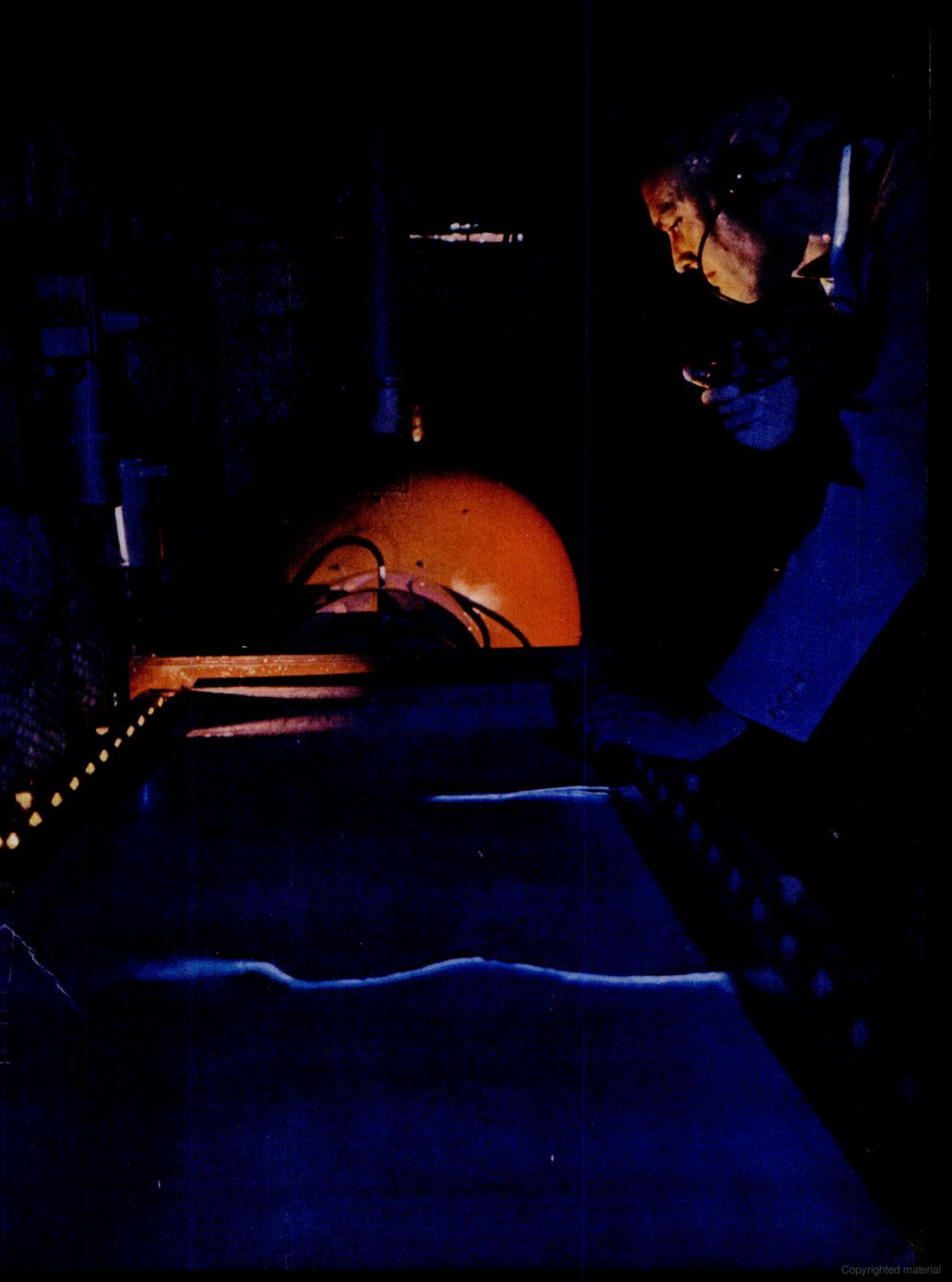
Many of the radical new tools, techniques and substances are a direct outcome of the radical new environments in which the new technology must operate as man attains new heights and depths and speeds. Men and materials must function in surroundings completely alien to anything that man knew on earth before: extraordinary temperatures (*below*), pressures (*left*), atmospheres (*above*), radiations, ultrahigh vacuums, strong magnetic fields and supersonic shock waves (*right*). The new processes, materials and energy sources which are produced to fit the new surroundings in turn make possible still newer surroundings, processes, materials and energy sources. Thus, in its leapfrogging series of epic discoveries and advances, technology rushes ahead at ever-quickening pace.



RED-HOT OVEN which duplicates conditions in the interiors of rockets and jets does not hinder the operation of tiny ceramic circuit developed at G.E. Bulky refrigerating equipment now used can be eliminated with this type of circuit.

SUPERSONIC WAVES, an inevitable part of jet-age environment, are emitted by orange siren. Shock from waves creates pressures strong enough to crack a sheet of new alloy being tested by Convair engineer for use in new jet liner. →

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NEW
Pillsbury
CAKE MIXES

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The people who give you mix cakes moist as the best homemade

Even the letters in our name are falling all over themselves to tell you the happy news about these new Pillsbury cakes.

The one you see here is the new Pillsbury Chocolate Fudge Cake, photographed from a boy's-eye view. That rich, homemade look is just what you get when you use the new Pillsbury Cake Mixes. A moist kind of cake you never thought a mix could make. A cake that keeps like the best homemade kind.

Tomorrow, maybe you'd enjoy stirring up a cake like this . . . Chocolate Fudge, or one of the other five famous Pillsbury flavors. Takes less time than ever with Pillsbury's new One-Step Mixing Method. And your results are so *sure*.

For these fine cakes — 4 fine frosting mixes

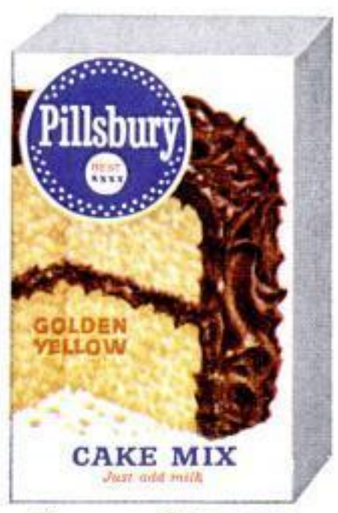
A lot of women say these frostings beat any they can cook. Of course, you don't cook these at all. Just follow the easy directions, and you'll have a Pillsbury cake that's a picture. Even prettier, because you can eat it!



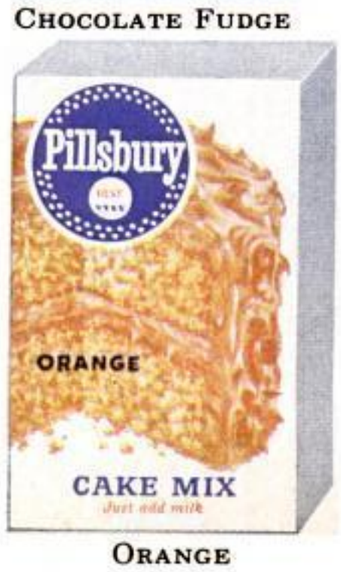
CHOCOLATE FUDGE



Old Fashioned SPICE



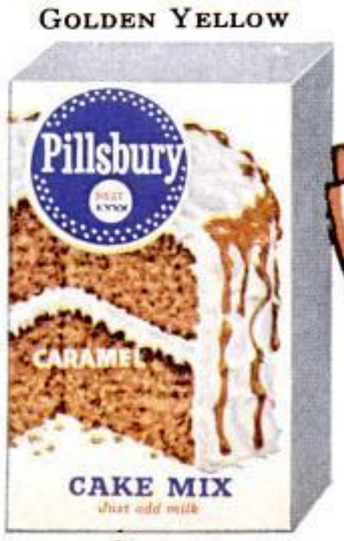
GOLDEN YELLOW



ORANGE



WHITE



CARAMEL

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"Keeps fine . . . but who wants it to?"

J



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Be Chewsy

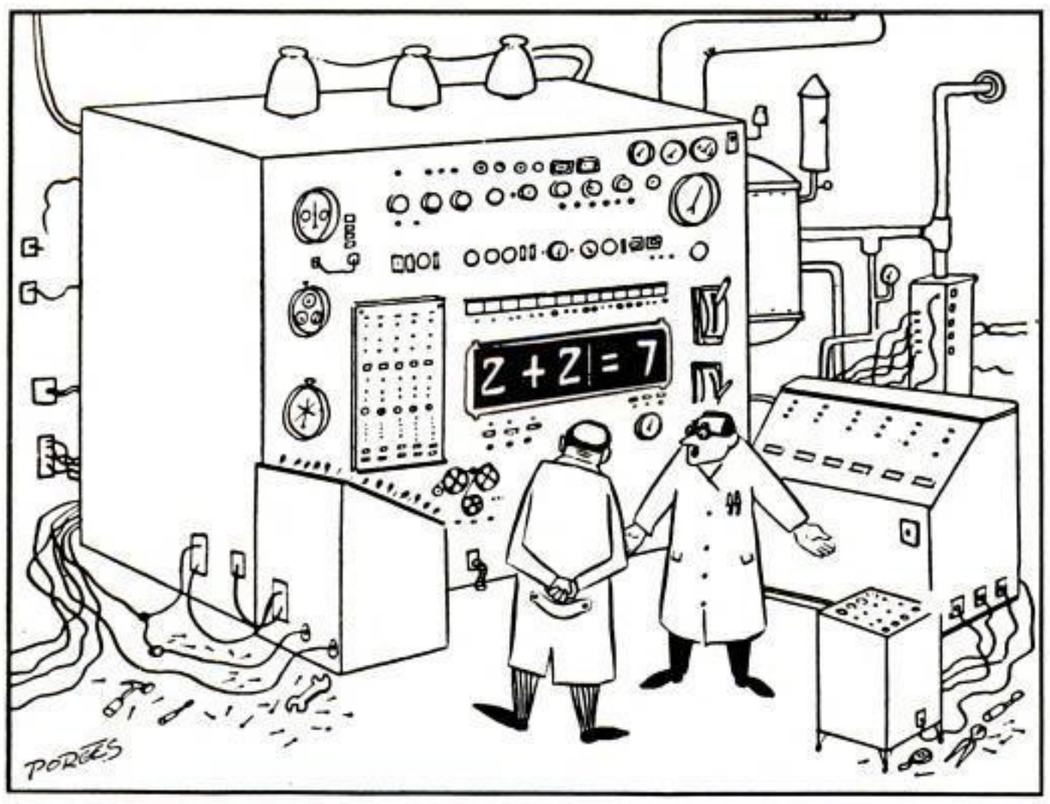
CHOOSE THE ONE THAT "BELONGS"

BEECH-NUT...the quality gum



the 5¢ luxury

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MOCKING NEW WONDERS, Cartoonist Peter Porges depicts a fallible computer whose designer is saying, "Well . . . back to the old drawing board!"

BIGGER CHALLENGES STILL AHEAD

With the spread of automated techniques, Americans—who already make the largest per capita use of the world's natural resources—will have more leisure and more money to make greater material demands. Peoples all over the world have been clamoring, with increasing success, for a more abundant existence. Meanwhile birth rates are everywhere on the rise. Thus technological progress must take place at an even faster rate to satisfy the world's multiplying needs.

Inevitably, barring some unexpected breakthrough in the fields of human relations and international affairs, a certain amount of research will be devoted to the achievement of military aims—*e.g.*, "clean" hydrogen bombs, atomic missiles, defense against atomic missiles. But peacetime research will proceed apace.

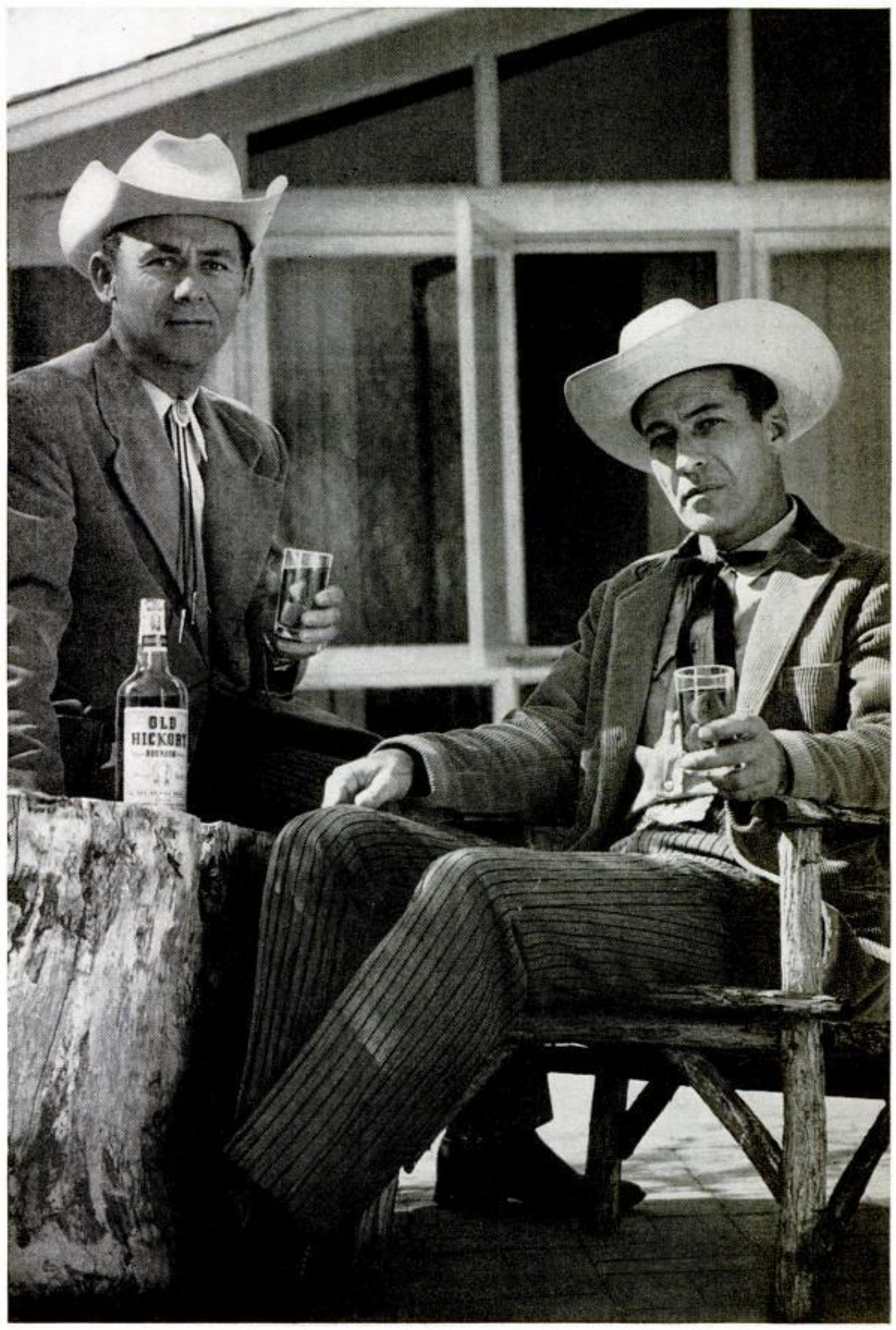
Much attention will go to increasing the world's food supply, with emphasis on higher yields per acre, the development of new and more nourishing foods, perhaps utilization of algae from the sea. Attempts to farm areas now barren are hampered by a shortage of water. This may be alleviated by the large-scale desalting of ocean water, which would then be carried over long distances by pipelines. Increasing knowledge of his environment may give man more control over weather conditions, enabling him to make rain where it is needed and prevent storms where they are disastrous. Serious proposals have even been made to break off parts of the polar icecap, if necessary, and to tow icebergs into warmer water where, melted in special basins, they would provide huge amounts of fresh water.

Energy needs may be even more critical than food. Man will find ways—improved gas turbine engines, for example—to use lower and lower grades of fuel. He will also devise more efficient methods for mining lower and lower grades of ore, even extracting vital metals and minerals from now valueless rocks and even sand and the sea itself. But the processing of low-grade ores will require more energy than ever. So will the increased manufacture of plastics (now a $1 billion-a-year business) and the other chemical transformations of one substance into another. And the stepped-up use of rocket propulsion as man penetrates deeper into space will burn up fantastic amounts of fuel.

NOV. 11 ISSUE: FRONTIERS OF LIVING

Man's new world is bringing foam furniture, electronic kitchens, jet cars to everyday life

Welcome, brother, if you're a Bourbon Man





To a Westerner, hospitality without Bourbon is like a handshake without warmth.
Old Hickory shows you why.
Great Bourbon enriched by extra years.
The best friend ice ever had.
With it you rediscover Manhattans, make Old Fashioneds new.

OBSERVED IN THE BEST CIRCLES

OLD HICKORY
Straight BOURBON *Whisky*
SIX YEARS OLD

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the year's biggest release of exciting recordings
by the *world's greatest popular artists.*
RCA Victor "Best of '57" albums offer you
a wide, wonderful choice, to satisfy
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Take a tip from Perry Como.
Pick up RCA Victor "Best of '57" albums at
your record dealer's today, and get set
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LPM-1475 EPA 2-1475



LPM-1474 EPA 2-1474



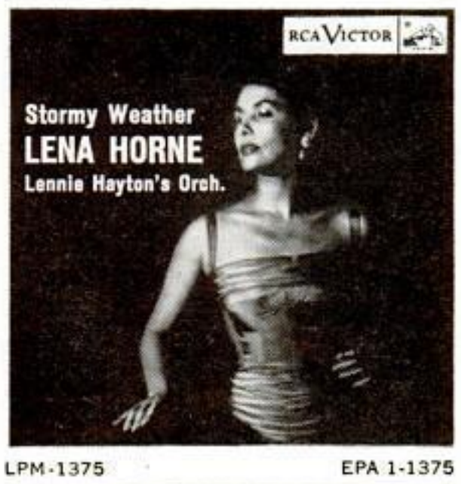
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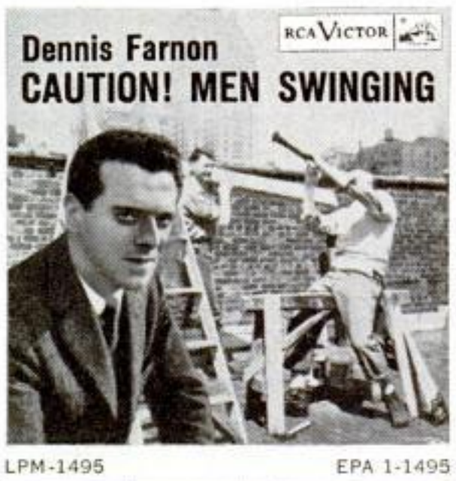
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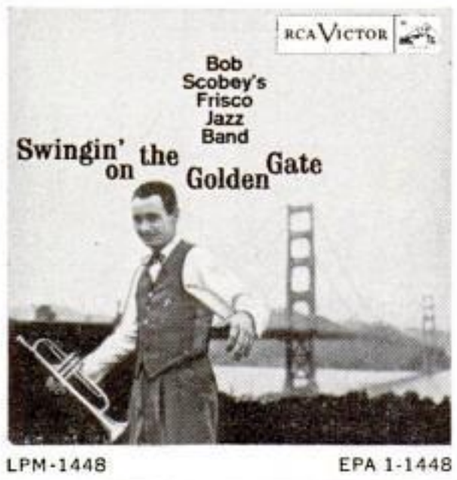
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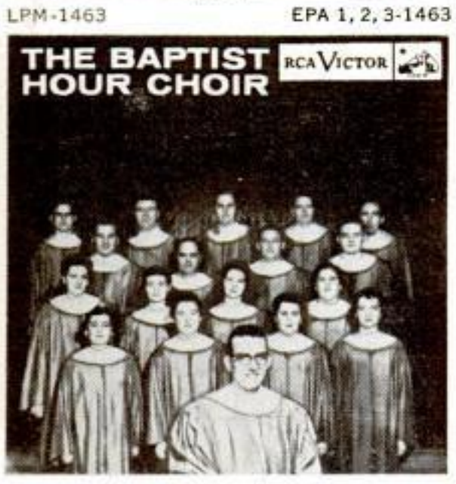
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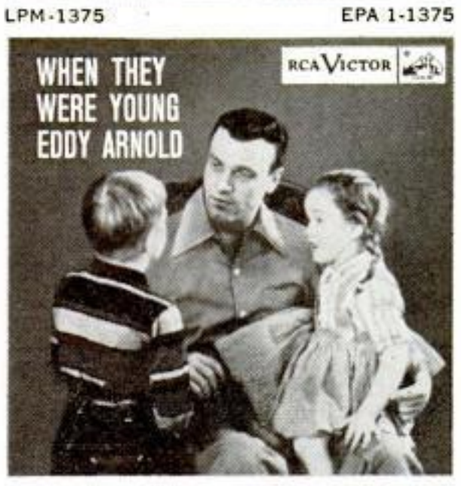
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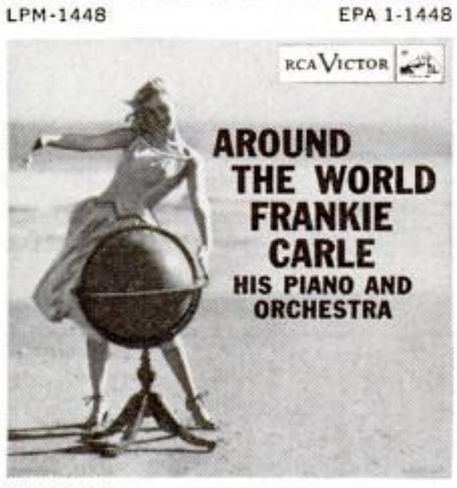
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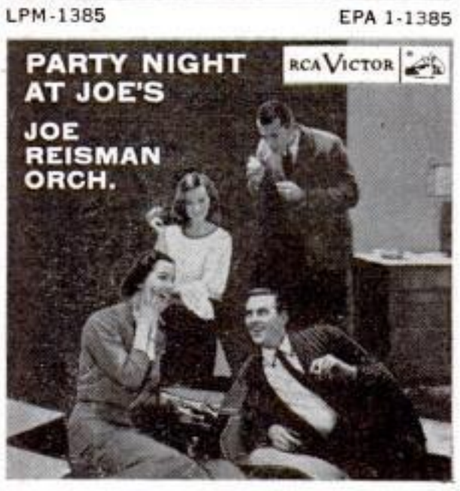
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HOW SUCCESS RUINED A WOULD-BE BUM



During "office hours" at his park bench, George Spoker, the businessman bum, jots down information from a vagrant in a notebook for use in his enterprises.

LIFETIME HABITS PROVE DOWNFALL OF AN EX-BANKER

by EDMUND G. LOVE

Edmund G. Love, 45-year-old college graduate and former schoolteacher, was driven by personal problems to spend more than three years leading the life of a bum, largely in New York City. During this period he gained an unusual insight into the little-known world of the human derelict. In a book, Subways Are for Sleeping, *published this week by Harcourt, Brace and Company, Mr. Love tells of some of the derelicts he met in this world. The article that follows, which is taken from the book, deals with one of them. The story is true but names and certain details are masked.*

GEORGE SPOKER was a medium-sized man with thin lips and rimless spectacles. He always wore a blue workingman's shirt and a dark red bow tie to set off a somewhat crumpled old herringbone tweed suit. He claimed that he was a bum and he lived like one for seven years. He sat on a bench in New York City's Madison Square and consorted with other bums. He slept in flophouses and doorways and spent as little as possible for food. But in certain respects, Spoker was different from most derelicts. He was always asking questions about the way the others lived and, although he rarely found fault with the answers he received, he always left the impression that he did not necessarily believe them. He acted like a small-town banker who knew exactly how much money all his customers had.

The comparison of George Spoker with a banker is not at all inappropriate. He had been one for a good many years in a city near San Francisco. One day the examiners had found a shortage in his books, and shortly thereafter he had been sent to San Quentin prison for two and a half years.

Spoker never went home after serving his sentence. During his prison term his wife had divorced him and his possessions had been liquidated. None of his friends had visited him. He once told someone why he went to New York: "I was a bum to everybody and I made up my mind if that's what people were going to think of me, I might just as well be one. I wanted to be the dirtiest, raggedest, most foul-mouthed specimen of manhood that ever lived."

As authorities on such matters know, the one hallmark of a bum is aimlessness. From the start a lack of aimlessness differentiated Spoker from his chosen colleagues. He attacked the problem of being a bum with some determination, bustling around and seeking information from other bums in a sharp, businesslike manner. Whenever he heard of something he had not yet tried, he rushed to experience it. He was unable to shrug his shoulders and accept the things that fate turned his way.

There was another big difference between George Spoker and the mine run of bums. He had money. While he had been in prison

Drawings by MICHAEL RAMUS

CONTINUED 107

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In Beanie's Tavern, Spoker (second from left) *tries to act like a bum among real bums, getting drunk every Saturday.*

BUSINESSMAN BUM CONTINUED

his grandmother died, leaving him a monthly income of $78. The proceeds from this had enabled him to travel east in a drawing room on a train, and he was probably the only man who ever entered the realm of the Salvation Army in this fashion. Moreover, as a former banker he could not bear the thought of all that money going to waste, so he took out a post-office box and picked up his check there every month.

Just as this comparative affluence set him off from the usual derelict, so did his ingenuous, fastidious approach to the bum's life. When he first arrived in New York, Spoker felt that as a bum he must live in a flophouse. He tried a few on the Bowery but could not stand the bugs, so eventually he established himself farther uptown on Third Avenue, where lodgings cost 50¢ a night instead of 25¢. He tried eating at restaurants like Beefsteak John's, but he could not stand the sight of three or four kinds of food all heaped together in one pile. He transferred to Nedick's and the Automat. Since one of the keystones of his bumdom involved being a drunken stiff, he very carefully budgeted his money so that he would have enough to get good and drunk every Saturday night.

The bums at Beanie's

THE getting drunk part of it was the thing that made George Spoker aware of his shortcomings as a bum. He fell into the habit of patronizing one bar all the time. It was a place called Beanie's Tavern on 14th Street. It was a stand-up bar, and the mirror was covered by signs that were faintly reminiscent of a supermarket. About the only thing that Beanie's never ran was a one-cent sale. There were weekly specials on brands of whisky that the Internal Revenue Service had never heard of, and the inside of the place was filled with disreputable-looking men lapping up the bargains. Outside on the sidewalk there were invariably 10 or 20 homeless men gazing hungrily through the windows. It was easy to see that Beanie's Tavern was populated by real bums. Among them, George soon came to feel like a National Guard recruit in a group of battle-scarred veterans just back from Korea.

"I was a dilettante," he recalled not long ago. "I was sleeping in a flophouse every night and patting myself on the back for the hard time I was having. But to the guys that came into Beanie's, a flophouse was a luxury. They were *real* bums. They were spending the night on the subway, flopping in doorways, holing up in vacant buildings, catnapping in Grand Central and stretching out on park benches. If they got money at all, they spent it on whisky."

The realization that he was a failure in the thing that he had set out to do made Spoker more determined than ever and this purposefulness set him even further from his goal. He made up his mind to try living like these models with whom he had become acquainted. He began to carry a notebook and each time he heard of a new place to sleep he wrote it down. Then he set out to try every one of them. But he soon discovered that sleeping on a park bench is hard work, and after a while he found himself gravitating back to the flophouses. Each time this happened he became more disgusted with himself and eventually reached the astonishing conclusion that he did not have the guts to be a bum. There was only one way he could be sure of not giving up. That

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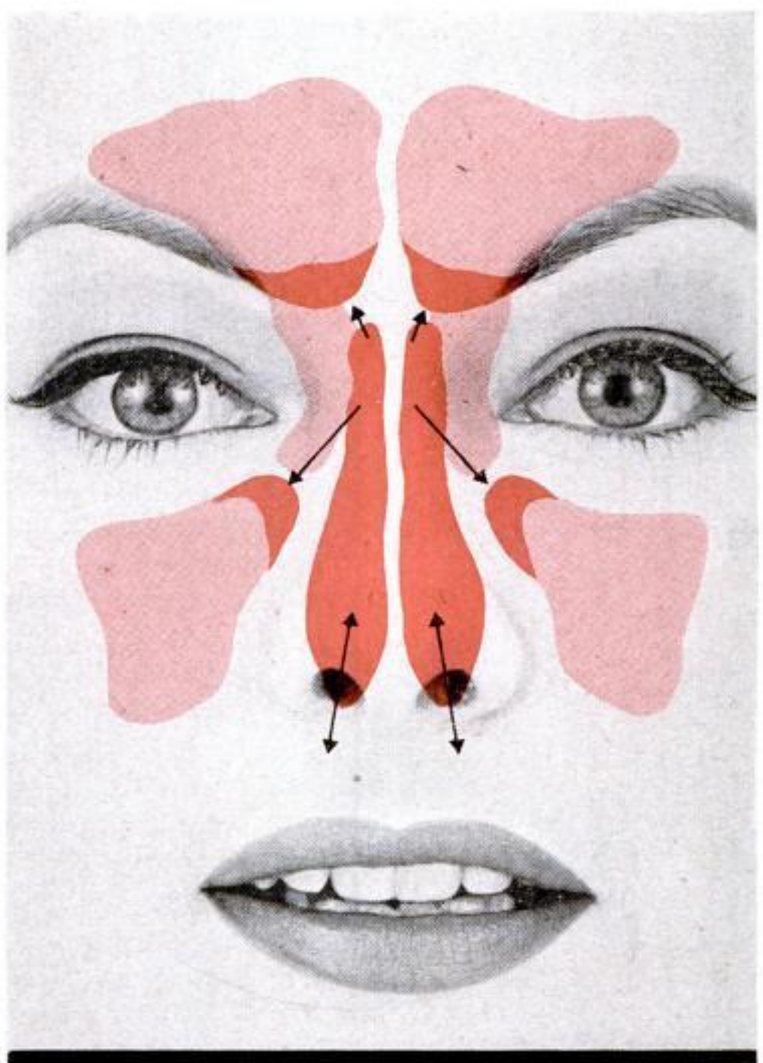
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How does your cold develop?



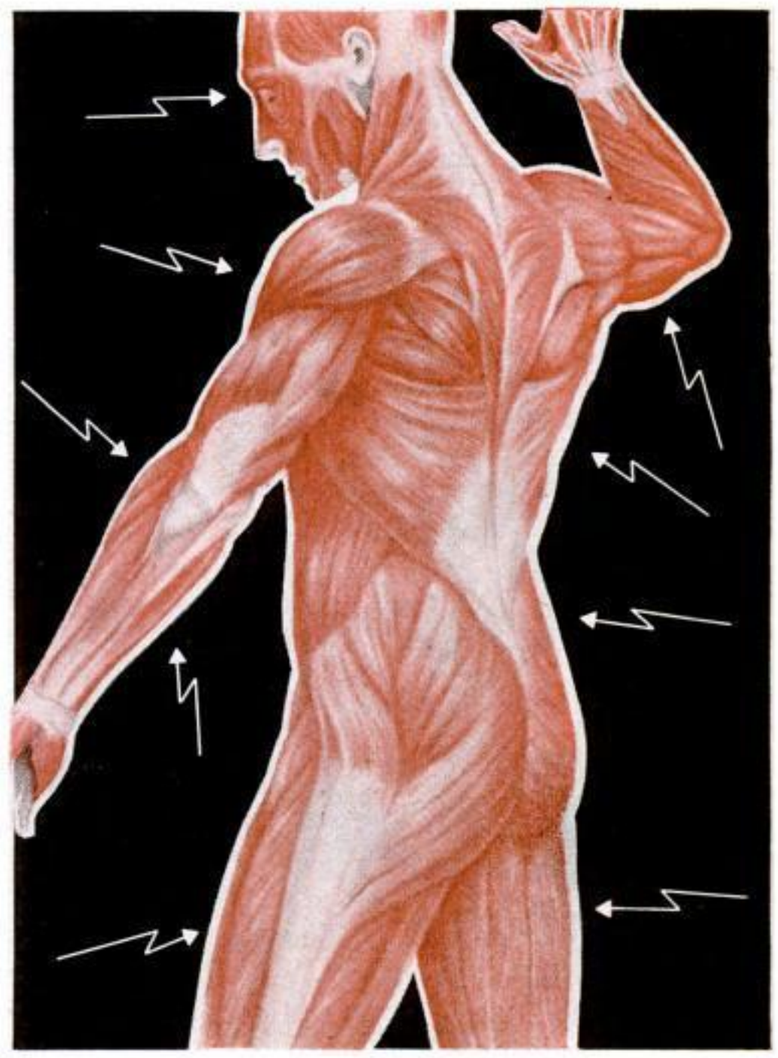
1 SORE THROAT

2. Coughing
3. Sniffles, Sneezing, Stuffy Nose
4. Tight Chest
5. Ache All Over



1 SNEEZING, SNIFFLES, STUFFY NOSE

2. Sore Throat
3. Coughing
4. Tight Chest
5. Ache All Over



1 ACHE ALL OVER

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was to give away his money. He began by having it changed into quarters which he handed out at random.

It was at this point in his life that George Spoker's true nature reasserted itself. As a banker, orderliness and system had been ingrained into him. And he could not bear to give away something for nothing. In order to satisfy both of these inclinations, he decided that he would trade his quarters for information. Each time he gave one away to a fellow bum, he asked the recipient to tell him where he had slept lately. This information was carefully entered in the little notebook. When one notebook was filled up, Spoker got a bigger one. It was not long before he discovered that his informants would talk just as much for a dime as they would for a quarter, so he reduced his unit of charity.

The information that went into George Spoker's notebooks comprised a curious marginal note on life in New York. Vacant buildings were listed, as were tunnel excavations, used-car lots and encampments of Jehovah's Witnesses. For over a year George Spoker slept in a different place every night. Those he did not sleep in, he investigated. Pertinent information included the habits of guards or police, means of ingress and egress, and the best times of night for use of the premises. One day George met a bearded old character who insisted that he had been sleeping in a Roman sarcophagus in the Metropolitan Museum for 10 years, off and on. George checked this claim and found it plausible but never quite got up the nerve to spend the night there.

One afternoon George was accosted by a vagrant who had once added something to the notebook. The man said he had been trying to find Spoker because he had been evicted from his customary sleeping place and needed a new one. He was willing to pay 25c for a look at the places George must have available. George did well by the petitioner. He told him about a spot he guaranteed for two weeks of undisturbed slumber.

The bench on Madison Square

THIS encounter revolutionized Spoker's life. The thought that he could sell back for a quarter the same information he had received for a dime had not occurred to him before. In order to take full advantage of the possibilities he began telling the men he interviewed that if they ever wanted to find him, he would be in a certain place every day at 1 o'clock in the afternoon. At first this place was Union Square, but Spoker later moved to Madison Square, where things were less hectic. Soon he was selling information on sleeping arrangements to seven or eight vagrants a day. By then he had a list of between 2,000 and 3,000 hideaways.

Spoker also received a lot of information that had nothing whatsoever to do with shelter. Bums often mentioned that they had eaten free at some mission or other, or that a certain charitable institution in town was a phony enterprise, no use at all to a bum. Spoker knew of dishwashing jobs in restaurants, of bowling alleys that needed pin boys, and who was hiring men to carry sandwich boards in any given week. He put it all in his notebook. With all this information in his possession, George soon became something of a one-man sociological movement. There is a spirit of helpfulness among vagrants in New York, and word soon got around that anybody who wanted a little money in his pocket should go see Spoker. Spoker would not furnish any money himself, but he could furnish tips as to where it could be found. He himself could be found, as everyone now knew, on the bench in Madison Square.

"I like Madison Square," Spoker recalled later. "It's leafy and green. Nobody bothers you if you just want to sit and look at the buildings. After a few months I had enough customers to keep me there two or three hours a day. I decided that I'd had enough of running all over town and that I would stay right there."

George Spoker is naturally a curious and observant man. On the first day he arrived in Madison Square he counted the buildings that bordered it. Later he snooped around in these buildings, reading the directories in the lobbies, counting the elevators, trying to estimate how many people worked in them. What he could not find out by looking, he found out by asking. On rainy days he often visited the public library to look up newspapers and magazines published 60 or more years before, when the corner of 23rd and Broadway was more or less a crossroads of the world. Whenever he came across an event of interest that had happened in or near Madison Square, he would look up the spot at which it occurred.

"A lot of people say that looking up bits of information like that is useless," Spoker once remarked, "but they're crazy. There isn't any information that is useless."

In the summer of 1948 the information he had been collecting about Madison Square began paying off in an unusual way. One

CONTINUED ON PAGE 115

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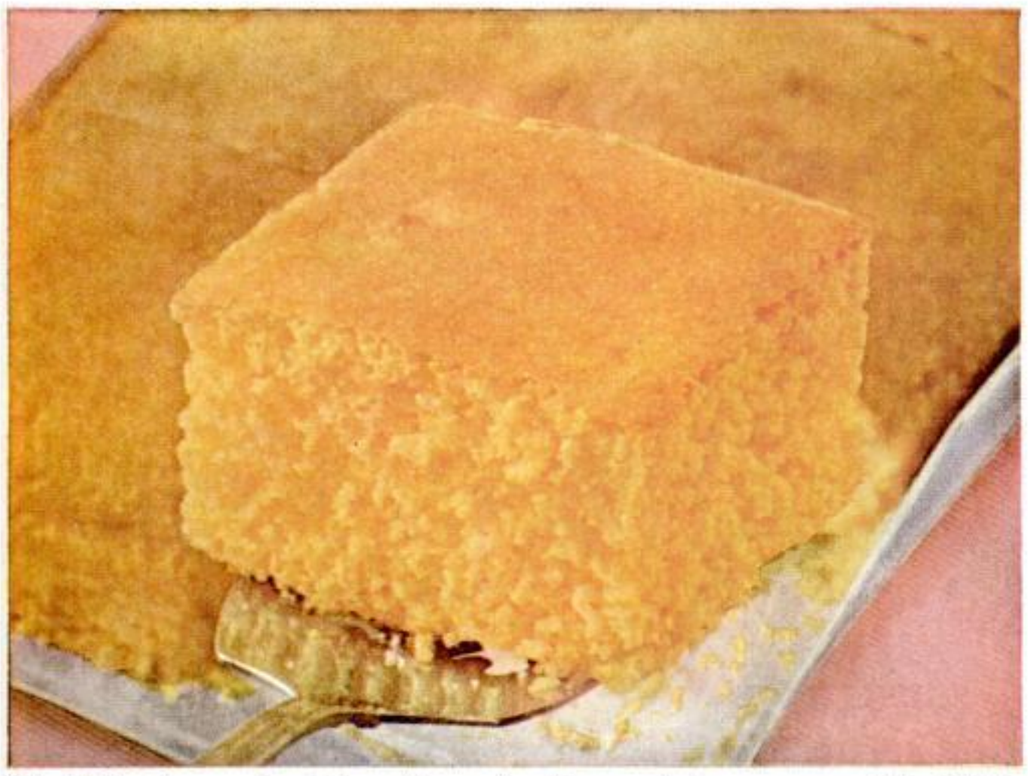
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Mix perfect Corn Bread in seconds—no bowl or pan to wash! Mixing bag and baking pan in every box. Add only egg and milk and squeeze the bag to blend.



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1. Names will be drawn and the first eleven will be notified by November 29. Each will be entitled to receive roundtrip transportation for two between his home town and Los Angeles plus hotel accommodations and meals for a week (Dec. 28 thru Jan. 3), in Southern California. All arrangements made by American Express Company Travel Service. If any of the eleven fails to accept the trip by December 6 he is disqualified and another name will be drawn.

2. Eleven final winners will qualify for the Men's Corn Bread Derby in Los Angeles on January 2, 1958. Contestants will compete in a handicap race to make corn bread with Aunt Jemima Corn Bread Easy-Mix. The one producing perfect results—perfect in the opinion of the judges—in the shortest time—will win an Edsel car. The decision of the Derby Judges will be final.

3. This contest void in Connecticut, Nebraska, New Jersey and Wisconsin, or in any state or locality where prohibited, taxed, or restricted by law. Otherwise, any husband in the United States or his wife, may enter his name, except employees of the Quaker Oats Company, its advertising agencies or their families.



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Aunt Jemima CORN BREAD EASY-MIX

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Spoker's catering service had its humble beginning when an elevator starter offered him a tip for bringing some coffee.

BUSINESSMAN BUM CONTINUED

hot evening as he strolled leisurely around the square, Spoker stopped to talk to a man he found sitting on a chair outside the entrance to one of the office buildings. It turned out that he was a night watchman who had worked in the vicinity in one capacity or another since he was a young man. Spoker began asking about some of the events he had come across in his reading and the old man was only too happy to recall the past. It soon became George's habit to drop by and chat with his new friend every night.

On one particularly rainy evening the old man suggested that his visitor stay in the subbasement all night. He even rounded up some burlap bags to make a comfortable bed. From that time on Spoker lived in Madison Square. His friend soon introduced him to other night watchmen and night engineers, and by winter George was as much a fixture in the neighborhood as the statues in the park. He even bought a sleeping bag and blankets which he moved from one basement to another.

In the fall of 1948 George Spoker stumbled onto something good. While going over his notebooks in the park one September day, he was suddenly assailed by a thundershower. As was his practice during such forced curtailments of activity, Spoker spent his time loitering in the lobby of one of the buildings, chatting idly with the elevator starter, who was an acquaintance. When the shower had passed and he was about to leave the building, Spoker casually guessed he would saunter over to 23rd Street for a cup of coffee. The starter wondered if George would mind bringing back a cup for him.

"I thought about it all the way across the park," Spoker remembers. "The man had given me a quarter to pay for his coffee and had intimated that I could keep the change. This looked like it might be a good business. I bought six cups of coffee instead of one and saw to it that each of the elevator operators got one of them. They all paid me, and they all tipped me."

A career in coffee

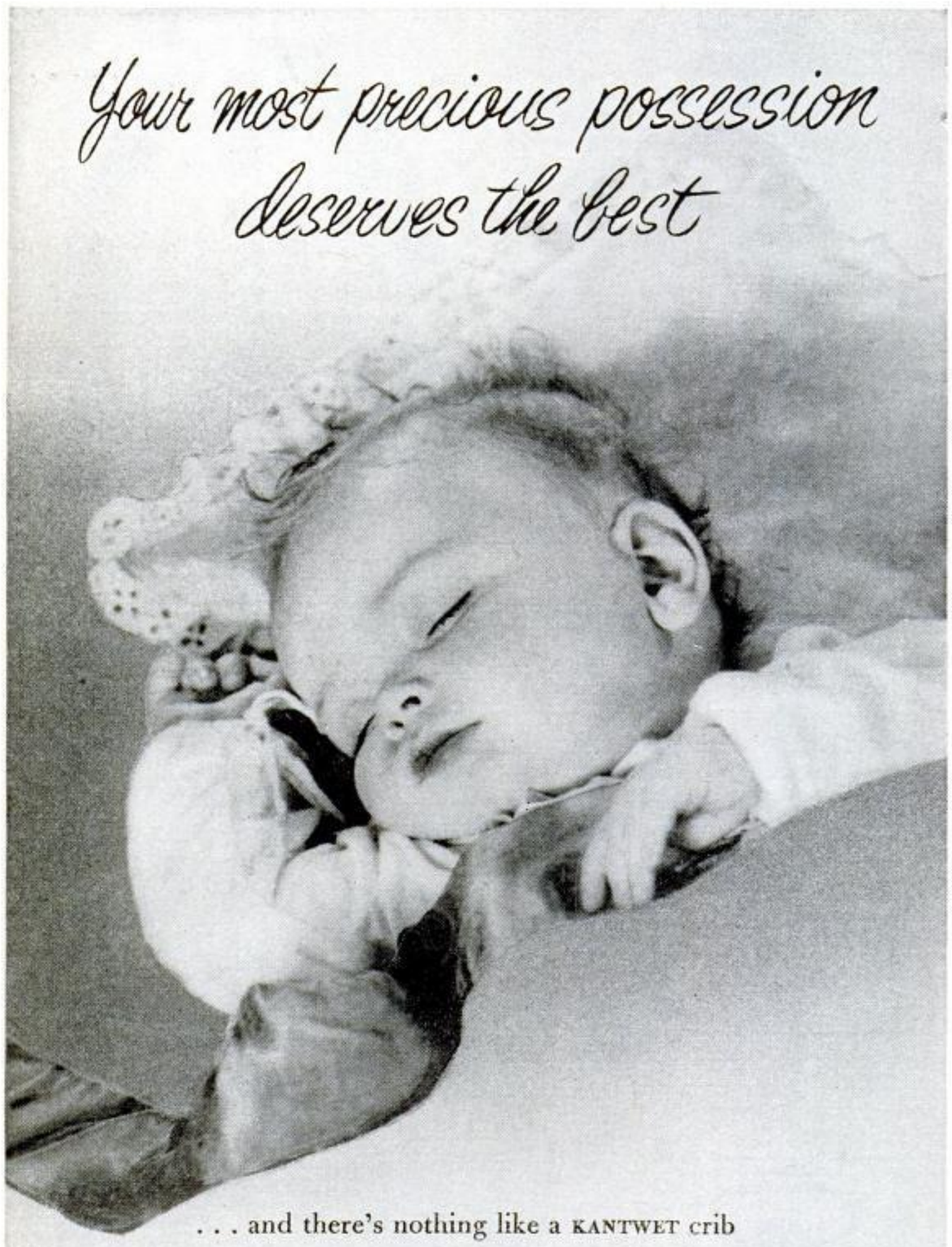
WHEN he had pocketed his tips, Spoker began asking questions. He found out that no one was bringing coffee into the building. Within a week he had received permission from the building superintendent to bring snacks to all the building employes at regular intervals. He had also asked to be allowed to solicit a similar privilege from all the firms in the building, where more than 600 people were employed. Mathematically speaking, Spoker was no slouch. He estimated that there were 25,000 to 30,000 workers employed within a one-block radius of Madison Square. They would drink 12,000 cups of coffee or partake of that many snacks on an

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An entrepreneur among bums, as business prospers Spoker opens his own kitchen, using other derelicts as snack carriers.

BUSINESSMAN BUM CONTINUED

average day. At a nickel a snack, somebody who took advantage of the possibilities could make $600 a day in tips. George Spoker made up his mind to be the somebody.

By this time, bums seeking lodgings or employment were coming to him in great numbers. The Spoker Aid Society, as he used to call it, became the key to George's new business, and the business became the key to the Aid Society. Beginning in the winter of 1948–49, Spoker carefully organized a catering service in the buildings around Madison Square. In each building he would talk to the heads of the various businesses and lay out a route that would keep a man occupied for a full eight-hour day and pay between $10 and $15 in tips. Then he turned the route over to one of the bums who came to him for help, taking $3 of the tips for himself. Eventually Spoker had about 20 men working for him.

It took George almost three years to reach the apex of his career. By that time he had branched out considerably. Initially, he and his men had filled the coffee orders at one or another of the numerous lunch counters in the area. But after the business became bigger, he rented the cheapest basement he could find and set up his own kitchen to take care of the orders. His profits soon reached about $600 a week.

In 1952 ex-convict George Spoker, now a carefully honest citizen, filed a federal income tax return for $31,000. At that time he was still sitting on his park bench in Madison Square and sleeping every night in any one of about 20 subbasements in the neighborhood. He was still wearing his blue shirt, red bow tie and the crumpled old suit he had brought to New York. And he was still keeping most of his records in one of 10 or 11 notebooks he kept beside him on his bench.

Spoker was now a happy man, a successful businessman who lived like a bum. He took one shower a week at an Episcopal mission. Whenever his one suit became too shabby, he would take it to a cleaner, donning in the interim an old coat and pair of pants he had received from the Salvation Army. He changed his linen once a week. He had a sweet roll and a cup of coffee from his commissary for breakfast, bought a frankfurter from one of the 23rd Street stands for his lunch and ate an evening meal in the Automat. His recreation still consisted of going down to Beanie's Tavern and getting drunk every Saturday night.

Tight-lipped and tight of pocket

AMONG other things, Spoker had become almost the tightest man in the world with a dollar. At least he would have been classed as the tightest man if anyone had known he had a dollar to be tight with. No one did. Spoker had kept his mouth shut. Nobody but George knew how many men he had working for him or how much money he took in. His routemen reported to him at his bench in the park. He had accounts in eight or nine banks in the neighborhood and crossed the street to one or another of them six times a day, took all the money out of his pockets and deposited it. He left a very plain impression with each of his employes that the business was being run so that the workers would get a break. If there was any inefficiency or cheating, the only sufferers would

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THIS IS A 20 BELOW MAN

The first cold snap is a laughing matter to him! He knew that Old Man Winter comes sooner than most folks think. So he had his car Winterized in time.

Neither freezing cold nor sleet nor snow can keep *this* Ford owner from his appointed rounds. He had his Ford Winterized *early* . . . and had it done where they display the FoMoCo sign.

After flushing the radiator and adding Genuine Ford Anti-Freeze, they found his thermostat needed replacing. So a Genuine Ford Thermostat was installed . . . the thermostat precision-engineered to give the most dependable engine-temperature control and top heater performance. Like all Genuine Ford Parts, it's made right, to fit right and last longer in any Ford.

Have your Ford serviced regularly at Ford Dealers and selected independent garages where you see the FoMoCo sign.

Have your Ford winterized now



Safeguard your Ford where you see this new sign

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The visit's even nicer...

when the party-quarts appear!

Beer in cold-holding Party-Quart bottles! What a wonderful way to welcome your guests. 5 glasses in every bottle. Thrifty. Convenient. No-deposit, no-return. And no other convenience package is so sure of delivering *every* glass properly chilled for complete enjoyment. The unserved portion of beer stays cool *93% longer* in the No-Deposit quart bottle than in a 12-ounce can!



NO-DEPOSIT
quart bottles
when you entertain

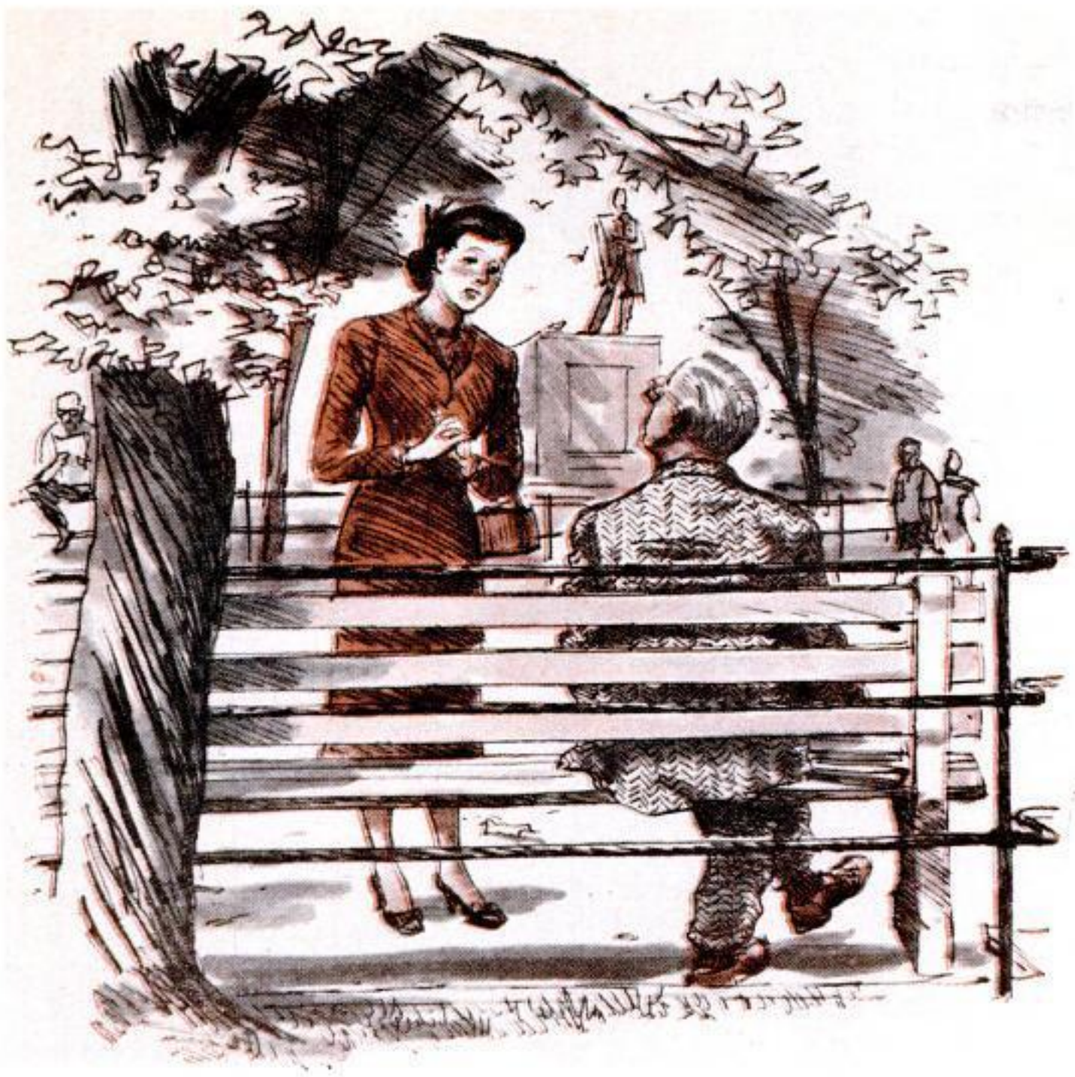
NO-DEPOSIT
12-ounce bottles
for individual use

No-deposit glass quarts keep beer cool 93% longer – save money, too!

NO-DEPOSIT, NO-RETURN BOTTLES
AN (I) PRODUCT

OWENS-ILLINOIS
GENERAL OFFICES · TOLEDO 1, OHIO

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Spoker's downfall as a bum started when he met Sarah Haddon, a newspaperwoman who pretended to need his help.

BUSINESSMAN BUM CONTINUED

be the bums. There was very little suffering, because each man worked conscientiously.

Spoker was also careful to let most of his men go after 10 or 12 weeks. So long as he did not pay any one man more than $600 a year, George felt that he did not have to bother with withholding taxes. No one found fault with any of these arrangements. The employes were all bums to begin with and they recognized George as a benefactor who had given them a little time to get on their feet.

It was a woman who caused George Spoker to give up his career. He had written off all feminine associations while he was in prison. He was now 50, balding and not exactly handsome. He could not see how a woman could become interested in him anyway, so he had decided to become a woman ignorer, if not a woman hater.

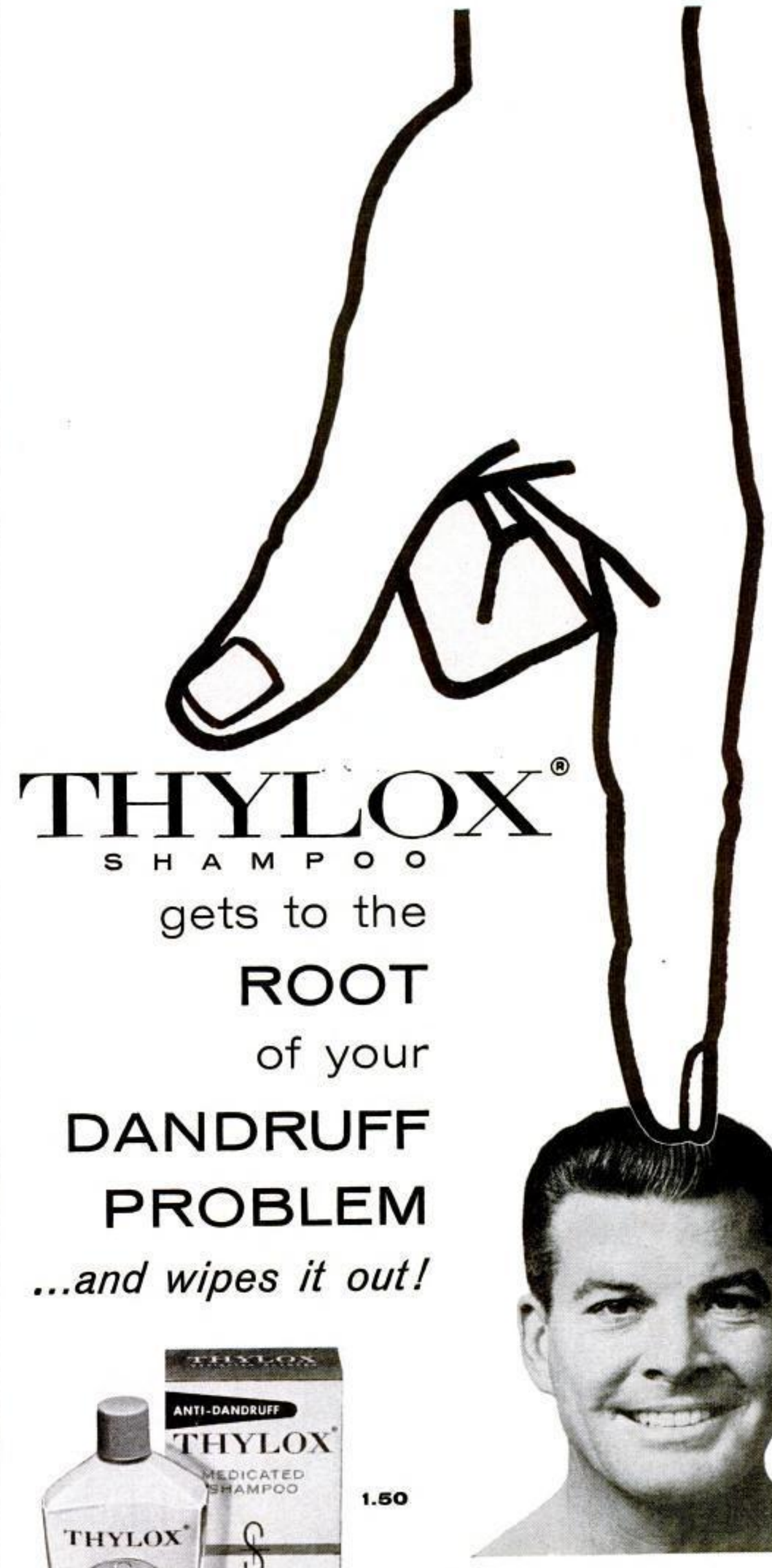
It was inevitable that someone in a high place would learn about the man who sat in Madison Square and dispensed charity. Word eventually reached the city editor of one of the metropolitan dailies and he dispatched a feature writer to see if something could be worked up for a Sunday edition. George Spoker was not talking to any reporter. He had too many reasons for not divulging any vital information about himself.

A woman bum

AFTER fencing his way through two different interviews without saying anything important, he was suddenly faced one morning with a good-looking, red-haired woman of about 30 who told him a simple and rather commonplace New York story. Her name was Sarah Haddon and she had come to town to be an actress. She had not found enough work, and that morning when she came back to her room from breakfast, she found that she had been locked out. A friend of hers had told her that he had gone to Spoker in a similar emergency, so here she was. Sarah Haddon was actually a newspaperwoman who intended to write down everything that George Spoker said and did, then put it in the Sunday magazine section.

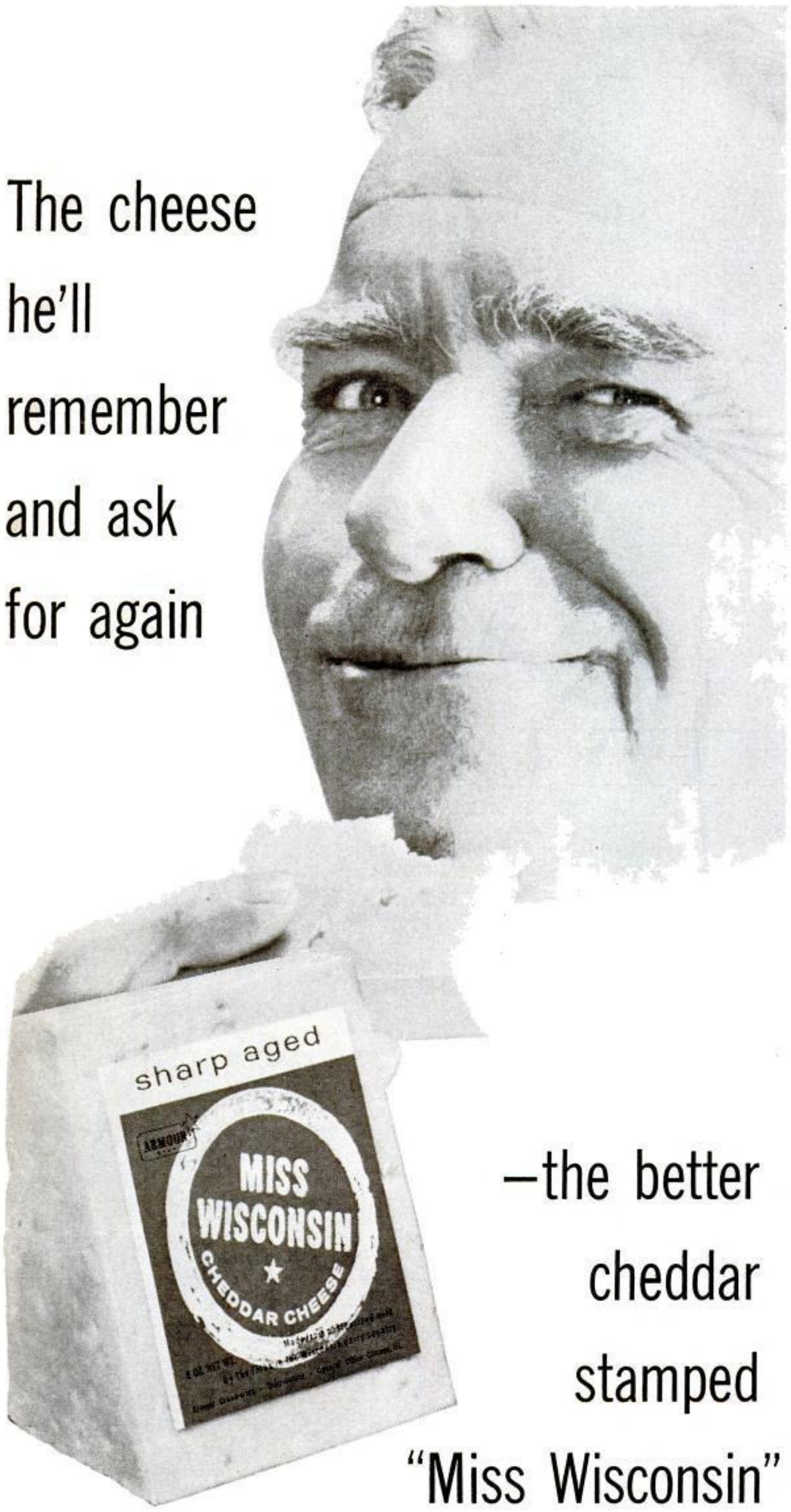
"I'd been in Madison Square for five years," Spoker once said in discussing Sarah, "and she was the first woman who ever came to me for help. I can usually spot a bum a mile away, but I suddenly realized while she was talking that I'd never even *seen* a woman bum. It was quite a challenge. I didn't realize how much of one until I tried to do something for her. When a guy comes up to me and asks for help, I size him up and try to decide what he needs first and most. If he's half starved to death, I get some food into him. If he is dirtier than he is hungry, I start out by getting him cleaned up. This girl looked well fed and well dressed, so I decided the thing I'd better do first was get her a place to stay. But then I realized that I just didn't have any place that would be suitable for a woman. I finally had to tell her to come back after

CONTINUED



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The cheese he'll remember and ask for again



—the better cheddar stamped "Miss Wisconsin"

Nature and dedicated people make Miss Wisconsin a better cheese

Only 32 Wisconsin families are licensed to make Miss Wisconsin Cheese. They begin with a special cheese culture delivered to them fresh every morning. Working with nature—and with old-world patience and skills—they take 25% longer to make Miss Wisconsin than just ordinary cheese.

They taste-test each cheese regularly, for taste is the only true test of flavor perfection.

Taste-testing actually rules out about two-thirds of the cheeses being aged for sharp. Only the remaining third—the top third of the finest cheeses—is stamped "Miss Wisconsin."

A new type of vacuum packaging, developed just for Miss Wisconsin, *keeps* this wonderful cheese just as fresh as the moment it leaves its home in Portage, Wisconsin.

Miss Wisconsin is at your grocer's now—in mild, medium, sharp-aged or super sharp wedges; in sliced varieties and two exclusive *new* forms—freshly shredded and cubed.

You know it's good!
ARMOUR
The Armour Star label is one of the world's great guarantees of quality!

DON'T MISS THE VALUES YOUR GROCER IS OFFERING DURING THE OCTOBER CHEESE FESTIVAL!

lunch. She was trying to ask me questions all this time about the notebooks and what I had in them, but I wasn't even listening to her. I kept thinking about the fact that I'd never seen a woman bum before and how awful it was. It gave me the creeps."

What he did was go out and rent an apartment for Miss Haddon. He knew of a small flat on East 27th Street that was vacant, so he paid a month's rent and even stocked it with $20 worth of groceries. Spoker's motivation in renting this apartment was strictly charitable. Miss Haddon was simply the X in an equation that had to be solved at once and George took great pride in solving problems. When Miss Haddon returned to the bench in Madison Square that afternoon, he took her by the arm and led her triumphantly to her new place of residence, showed her inside, demonstrated how the stove worked and left her alone.

Miss Haddon, as might have been expected, already possessed a perfectly good apartment of her own, and the presentation of this new set of living quarters put her in a difficult position. She was slightly aghast at what she had done. For the moment she decided that she had better accept the charity to keep George's feelings from being hurt.

There ensued a period of several weeks in which she spent a good part of every evening at the 27th Street place talking with Spoker, who got into the habit of dropping around every night after dinner to see how she was making out. Each time he came he brought some little thing in the way of flowers or food to make her drab world a pleasanter place in which to live. Miss Haddon stayed around the apartment until he left for one of his subbasements, and then she went home to her roommate with a new supply of groceries. Toward the end of the third month Miss Haddon seems to have decided that she had better live in the apartment that was being furnished for her. She moved in, bag and baggage.

By the time Sarah Haddon decided to accept George Spoker's full hospitality, romance had begun to show through the charity. Despite his own appraisal of himself, Spoker was not entirely without charm and Sarah Haddon was certainly attractive. They fell in love. When George and Sarah were married, the secret of Spoker's true life could be hidden no longer. When she found it out, his wife moved her new husband to a home in Connecticut. She never wrote the story the paper had assigned her to do.

Every day now Spoker took a train to Manhattan. He continued to sit on his park bench in Madison Square, running his catering service and maintaining the fiction that he was a bum. No one will ever know how much money he was worth by that time, but it was a lot. One rumor had it that he had built up an income of around $10,000 or $12,000 a year from investments alone. By now it must have been hard for George to keep from admitting, even to himself, that he was not a bum.

Finally, in January 1954, he gave up. He sold out his business to a large catering company at a huge profit and retired to the country. It was a combination of Sarah Haddon and weariness that made him leave his park bench.

"There is nothing the matter with being a bum," he told one of his friends, "but when you have to commute 50 miles every day to do it, there's just no percentage in it."



Spoker's last attempt to masquerade as a bum consisted of commuting from Connecticut to his Madison Square bench.

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OF 100 YEARS OF CRAFTSMANSHIP!

With craftsmanship comes perfection. In a product... and in the pleasure it delivers. Your confidence in the unchanging quality of Seagram's 7 Crown has made it the most popular whiskey of our time... the American whiskey of the century.

Say **Seagram's** and be **Sure**

OF AMERICAN WHISKEY AT ITS FINEST

SEAGRAM-DISTILLERS COMPANY, NEW YORK CITY. BLENDED WHISKEY. 86 PROOF. 65% GRAIN NEUTRAL SPIRITS.

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Heinz 57 Harvest

Look for the big jamboree of bargains at your food store when the fresh fall pack of Heinz 57 Varieties arrives. Then's the time to stock up and save on Heinz Beans, Heinz Condensed Soups and Heinz Pickles.

• **And for the first time** you'll find the world's favorite ketchup in *two* convenient sizes—the regular bottle so familiar to good cooks and fussy eaters everywhere, plus a big new Family Size bottle.

At Your Food



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Jamboree!

• All sorts of great values will be offered during your grocer's store-wide 57 HARVEST JAMBOREE—both Heinz and other popular foods. Watch for his announcement at his store and in his advertising.

Store

• Enjoy Heinz "Studio 57" and "Captain Gallant" every week on TV.

Our best to you in 1957

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CROSS-SECTION OF CREATIONS done by Wragge for his current collection surrounds the designer. From left, low-belted tweed jumper worn over a jersey dress ($155); giant plaid tweed coat ($100); jersey afternoon dress with jigsaw puzzle neckline, revival of 1944 success ($50); country cocktail costume of white tweed with rhinestone buttons ($100); seated girl wears silk shirt and slacks for at-home parties ($90). Mr. Wragge wears a five-year-old alpaca sweater.

Riches for Wragge and also a Winnie

In the fashion industry, the genial gentleman seated above is to suburbia what Dior is to the ballroom. Starting in business 22 years ago with a man's shirt made in sizes for women golfers, Sydney Wragge jumped quickly into the top circles of American sportswear designers and has stayed there ever since. This week, at 48, he received the Coty American Fashion Critics' Award, the "Winnie," the fashion world's equivalent of the movies' "Oscar."

Throughout the two decades, Wragge has never lost sight of the needs and tastes of the woman for whom he designed the first golf shirt. A suburbanite himself, Wragge finds inspiration for his collections in the life around him. His styles range from rugged slacks to country cocktail costumes. They often come in separate parts which can be combined to stretch a wardrobe and always manage to look comfortable and stylishly individual, but seldom dated. Striking proof is the soft-shouldered jersey dress (*center, above*), a revival of a popular 1944 style which, except for being worn unbelted this fall, is identical to the 13-year-old original.

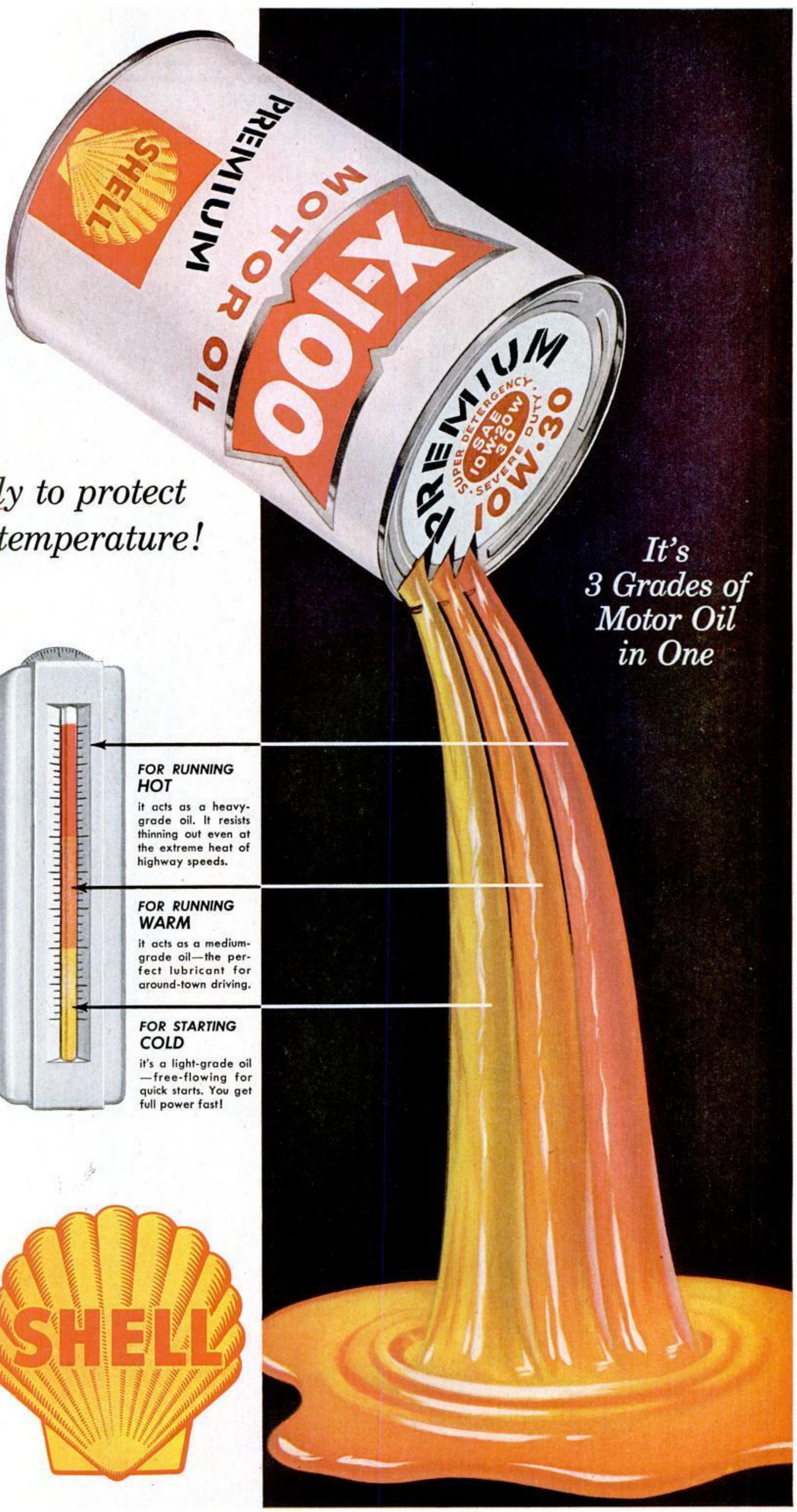
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New!

Motor Oil with Thermostatic Action

Adjusts automatically to protect your engine at every temperature!



This Fall switch to Shell X-100 Premium—the thermostatic Motor Oil. It adjusts *automatically* to protect under the changes in temperature of more than 100 degrees that your engine goes through every day. It's actually three grades of oil in one . . . protects in every driving situation.

What's more, Shell's new motor oil prevents the formation of sludge in your engine. It has special properties to keep valve lifters from sticking. And alkaline X-100® Premium neutralizes acid action—prolongs the life of your engine.

See your Shell Dealer for new X-100 Motor Oil Premium—the finest you can buy.

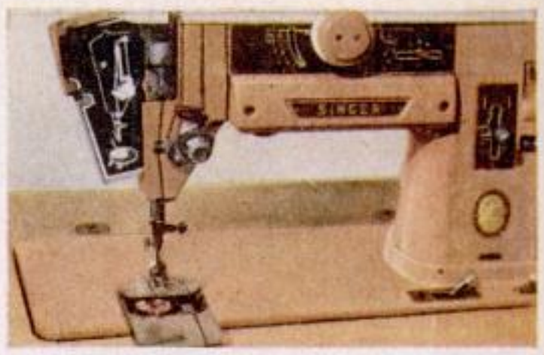
When you change this Fall, change to X-100 Premium!

SHELL

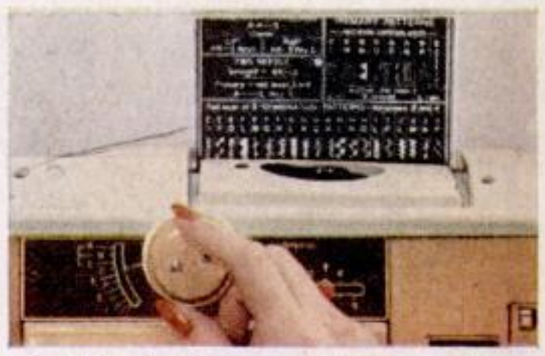
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YOU *will enjoy the most exciting sewing experience you've ever had when you sit at this brilliant new machine . . . brilliant in the beauty and variety of its stitching . . . in the simplicity of its operation. This is the . .* SINGER Slant-O-Matic!

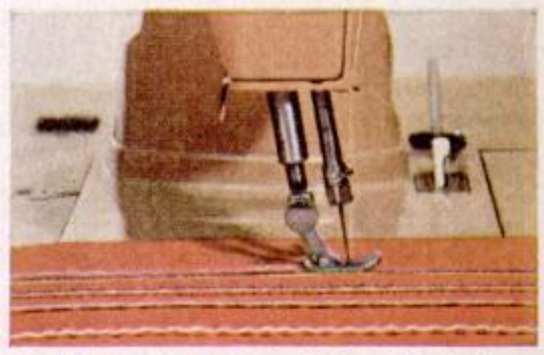




1. Double-easy threading! Only machine with a "drop-in" bobbin in *front* of needle where it's easy to reach; "snap-open" threading chart, too!



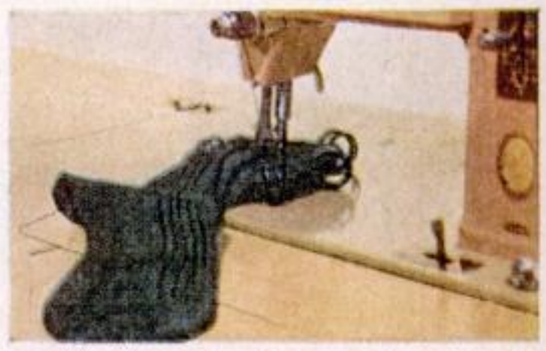
2. Simplest decorative sewing! New, built-in, eye-level stitch chart flips up, shows you how to "tune" knob for whatever fancy stitch you want.



3. Exclusive Slant-Needle! Helps you see better, sew better. New needle clamp holds single needle or two needles for fancy two-color stitching.



4. Finest straight stitching ever! This machine *disengages* its zigzag mechanism when sewing straight. Gear motor drive makes *all* sewing stall-free.



5. Easiest darning, embroidery! Fingertip control raises the throat plate to perfect level for free-hand work. No feed to drop . . . no tools to use.



6. Outsews all other machines! The only automatic zigzag machine for home use made in America . . . truly the greatest sewing machine ever built.

24 exciting features! See it—sew on it—today at your

SINGER SEWING CENTER

Listed in your phone book under SINGER SEWING MACHINE CO.

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DURABLE DESIGNER Leslie Morris, on Bergdorf's staff for 27 years, wears one of her own suits while TV's Nancy Berg wears 1951 velvet dinner dress.

WINNER FOR CITY WEAR

Fashion's other "Winnie" went to Leslie Morris (*above*) wife of a Philadelphia lawyer and designer for New York's Bergdorf Goodman. Unlike Wragge's countrified, ready-made clothes, the Morris designs are made to order for a well-heeled urban few. Her quietly tailored suits and sumptuous ball gowns range from $700 to $1,500 but are treated as investments by women who often wear them for six years or more.



BALL GOWN of rich brocade costs $950. Bergdorf seldom sells more than half a dozen of any Morris design, often changes them to suit the individual.



From research comes TRUTH...

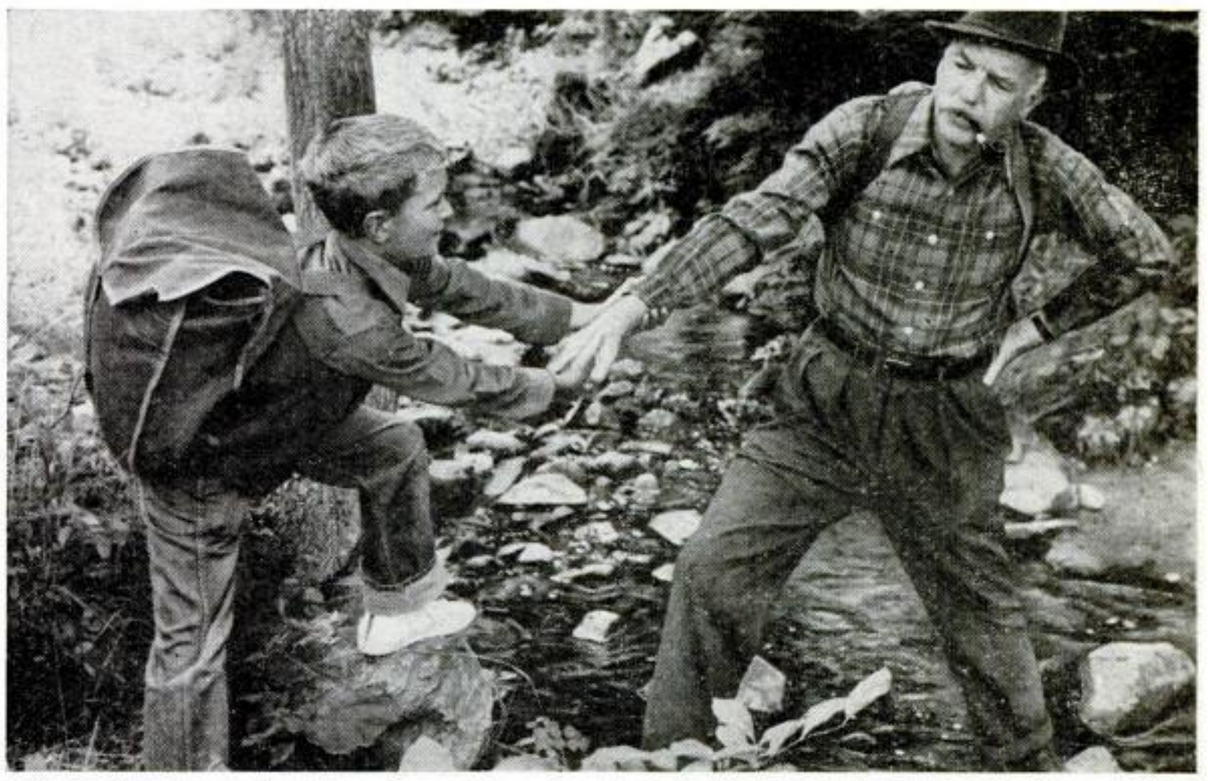
To determine the truth about speed of pain relief without stomach upset, three distinguished medical experts —in university medical schools and hospital clinics in various parts of the country—studied Bayer versus aspirin with a 'buffer' added. These studies involved hundreds and hundreds of patients suffering from pain —because this is the one final and absolute way of testing the value of pain relievers. They confirm, overwhelmingly and undeniably, a truth we have known for years...

And the TRUTH is...

BAYER

Brings Fastest Relief

...the fastest, most gentle-to-the-stomach relief you can get!



MINOR PAINS OF RHEUMATISM? There's no need to let the minor pains of rheumatism or arthritis stop you from having fun with the youngsters. Just take Bayer Aspirin and you'll get temporary relief that's amazingly fast! Bayer also works with remarkable speed to relieve neuritic and neuralgic pain. And when your youngsters need aspirin, the best you can give them is *Flavored, Children's-Size* Bayer Aspirin.



ACHING MUSCLES? When too much exercise brings on backache, or other muscular pains, Bayer Aspirin will make you feel better fast! This is because a Bayer tablet disintegrates *on its way* to the stomach. Thus Bayer—unlike pain relieving tablets which are still whole when they enter the stomach—is ready to go to work *instantly*, without delay, to relieve pain. Remember—for many kinds of pain or ache, Bayer is what millions take!

Feel Better Fast—with BAYER® ASPIRIN

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The Electro-Cardiogram *helps your doctor trace out the story of your heart. It tells him much about the condition of your heart and enables him to take remedial action. It is wise to have your doctor check your heart at least once a year.*

Listen to your Heart...

Scientists are studying an important aspect of health —the relationship between your diet and your heart

If your heart could speak, it would say:

"I am a muscle . . . tough, hard-working, faithful. I beat constantly . . . more than 100,000 times a day . . . pumping precious blood through the many miles of arteries, veins and capillaries within your body. But as you grow older, these miles of 'pipe lines' may become clogged or narrowed . . . so I must beat faster, work harder to send blood coursing through the circulatory system . . . and the strain often becomes so great that I tire, weaken . . . and in extreme cases cease to beat."

What your heart does

The human heart is truly a remarkable pump, working constantly every minute of the day and night without faltering for an entire lifetime—sometimes more than a hundred years.

Through a vast and intricate system of veins and arteries it must maintain a flow of blood continuously. Clogging or blocking of these lifelines . . . just as mineral deposits clog the flow of water pipes . . . interferes with the heart's performance.

How do blood vessels become clogged?

Doctors know that deposits sometimes form in the walls of the arteries . . . and narrow or clog these vessels.

One of the main constituents of these de-

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posits is a fatty, wax-like substance called *cholesterol,* which is always present in the blood. Under certain conditions these cholesterol deposits may build up enough to narrow or clog the vessel completely.

What part does diet play?

Diet is always a governing factor in health and longevity. Sound nutrition is reflected in both appearance and vigor. When eyes are bright, skin is clear, teeth are sound, hair is glossy, good health from good eating is evident.

Within recent years, the relationship of diet to heart disease has been under intensive study. Because heart disease is America's Number One Killer, medical investigators are searching continually to learn more about its causes . . . to increase human knowledge of the heart and its reaction to the way we live, the work we do, what we eat . . . and the strain and stresses we endure.

It has long been recognized that cholesterol is in some way involved. Your body makes it from the foods you eat. Cholesterol is always present in the blood stream and tissues—and performs many vital functions. It is made from all kinds of foods . . . including fats. However, many recent nutritional studies indicate that the kind of fat we eat has much to do with the amount of cholesterol in the blood stream.

In general, there are two types of fat: "saturated" and "unsaturated." Thus far, the evidence tends to establish a direct relationship between high blood cholesterol levels and the amount of "solid" or saturated fats in the diet. On the other hand, unsaturated fats seem to have the opposite effect and lower the blood cholesterol level.

The bearing of these findings on the problems of heart disease is not yet known, but the desirability of lowering elevated blood cholesterol level has long been recognized. Therefore, many doctors are recommending, particularly to their coronary patients, that unsaturated (liquid) fats be used in place of solid ones, wherever possible . . . in salads, cooking, frying and wherever fat is added during the preparation of foods.



ARE WE EATING PROPERLY? We in America have such an abundance of delightful foods that overeating is a common practice. And what we eat—particularly the amount and kind of fats—is now being studied in regard to the relationship of diet to heart "trouble."

Mazola corn oil is recommended by many doctors under these circumstances. It is an unsaturated fat . . . a pure, natural vegetable oil made from good, golden American corn. Mazola is both a delicious and highly nutritious food, not a medicine. You can and should eat and enjoy Mazola corn oil every day. It is wonderful for salad dressings, it fries foods golden brown, it is readily digestible, clean and convenient to use.

The way of Wisdom

Watch your weight . . . watch your diet . . . see your doctor for a periodic check-up.

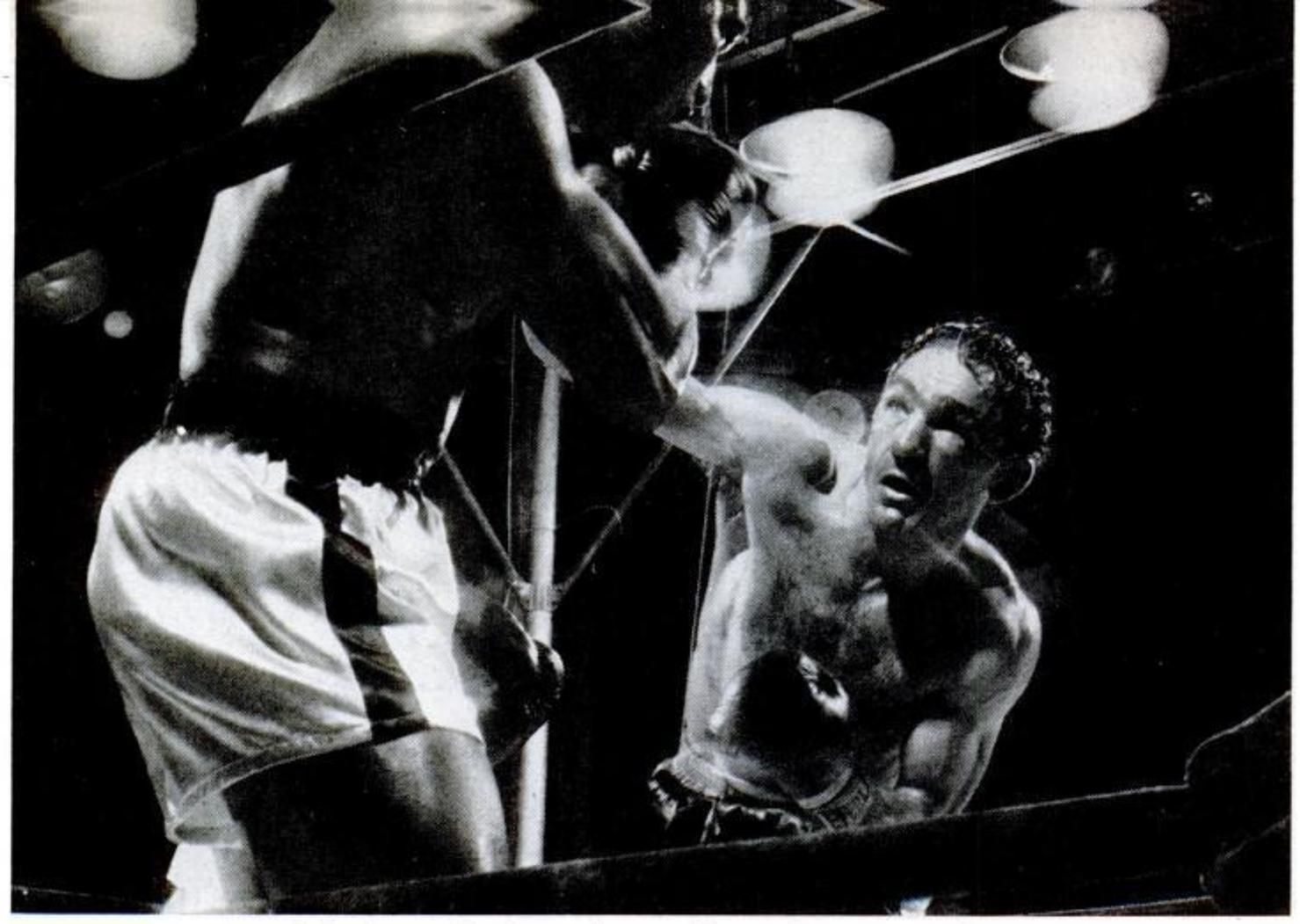
Mazola is pure corn oil, unsaturated . . . not hydrogenated . . . nutritionally unexcelled.



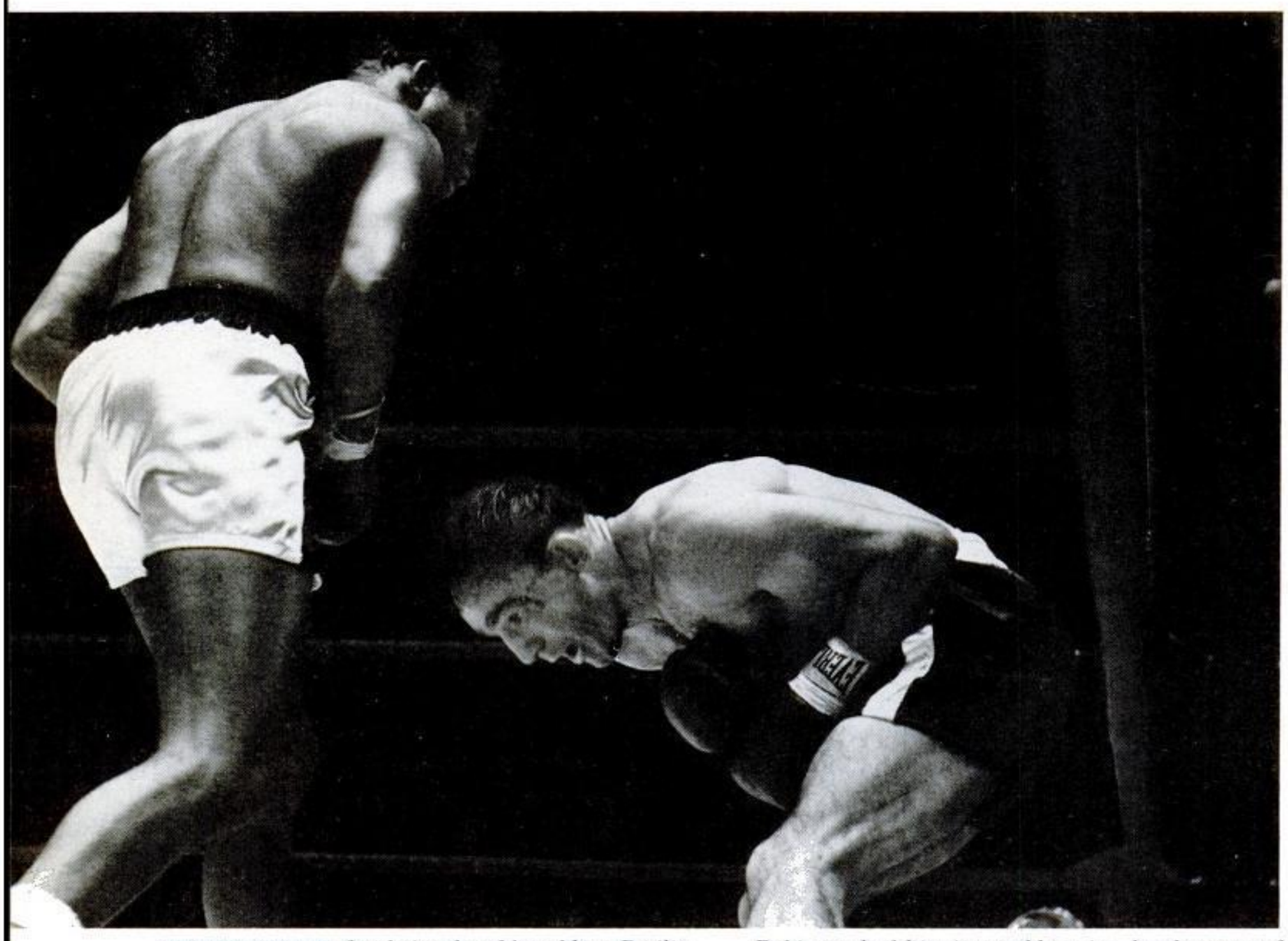
PURE MAZOLA CORN OIL is being used extensively in the continuing research in regard to fats in the diet and cholesterol levels of the blood. It is unsaturated, and seems to have an effect opposite to that of saturated fats—it lowers rather than raises the amount of cholesterol in the blood stream. Being pure corn oil, Mazola is light, readily digestible, delightful in salad dressings, and particularly excellent for frying, baking and all cooking.

A product of
Corn Products Refining Company

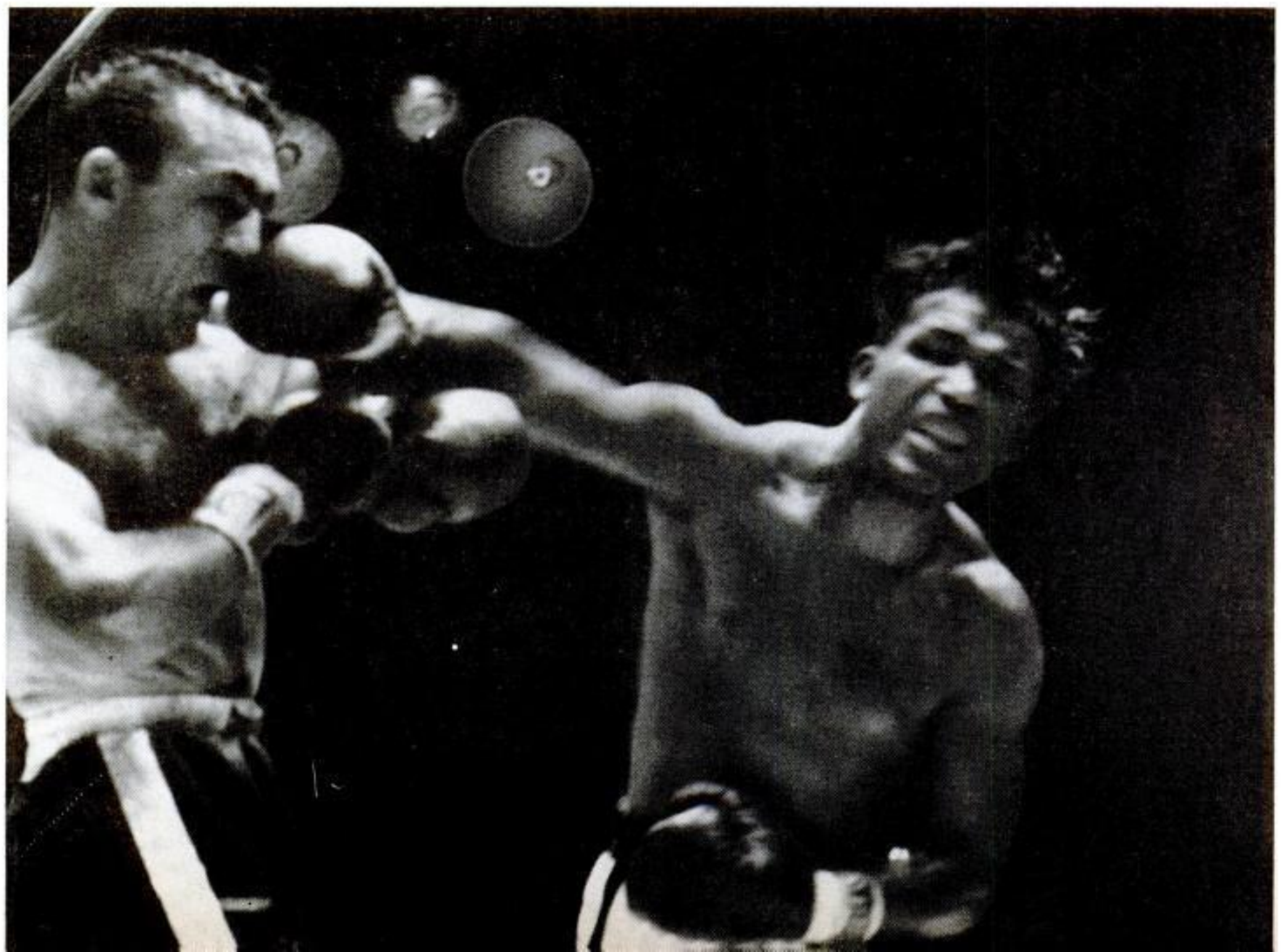
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STALKING an enemy who had taunted and wounded him, Basilio catches Robinson with vicious right. He was the aggressor throughout, taking extreme punishment in order to get in close with hooks.



COVERING UP after being dazed by a blow, Basilio crouches low, letting the punches fly over his head. Robinson had him in trouble twice, but because of such Basilio tactics, he could not land the finisher.



POT-SHOTTING at long range, Robinson uses his longer reach to inflict punishment on Basilio's face.

TWO CHAMPS

Last week a pair of accomplished prizefighters achieved the ultimate in their profession—an old-fashioned grudge fight. For 15 incredible rounds they slugged it out with the middleweight championship of the world at stake, and at ringside, catching the primitive fury shown on these pages, was Photographer Ernst Haas.

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IN-FIGHTING, caught at a furious moment by Photographer Haas, was key to challenger's hopes. Here Basilio (*right*) flails at Robinson's body. After seven rounds of such pounding, Robinson lost sharpness and control of the fight, although he later staged a comeback miraculous for a prizefighter his age.

HAVE THE GRUDGE FIGHT OF THE DECADE

Carmen Basilio, welterweight champion, had made no secret of his dislike for Middleweight Champion Sugar Ray Robinson, and Robinson cared little for Basilio. At the weighing in they coldly tried to stare each other down, and in the ring while getting instructions from the referee they kept up a muttered exchange of insults.

Once the punching started, Basilio was all fury as the guileful Robinson tried every trick he knew. He taunted his foe with jibes, played possum trying to sucker Basilio into getting careless, saved his flurries for the end of each round to favor his aging legs. Once he hit low, but the challenger only growled through bloody lips, "That didn't hurt. But just try it again." The battle seesawed with each fighter wobbling at least twice on the brink of being knocked out. When the grudge fight of the decade was over the fighters were too beaten up to know who had won—and, despite a split decision for Basilio, people are still arguing over that one.

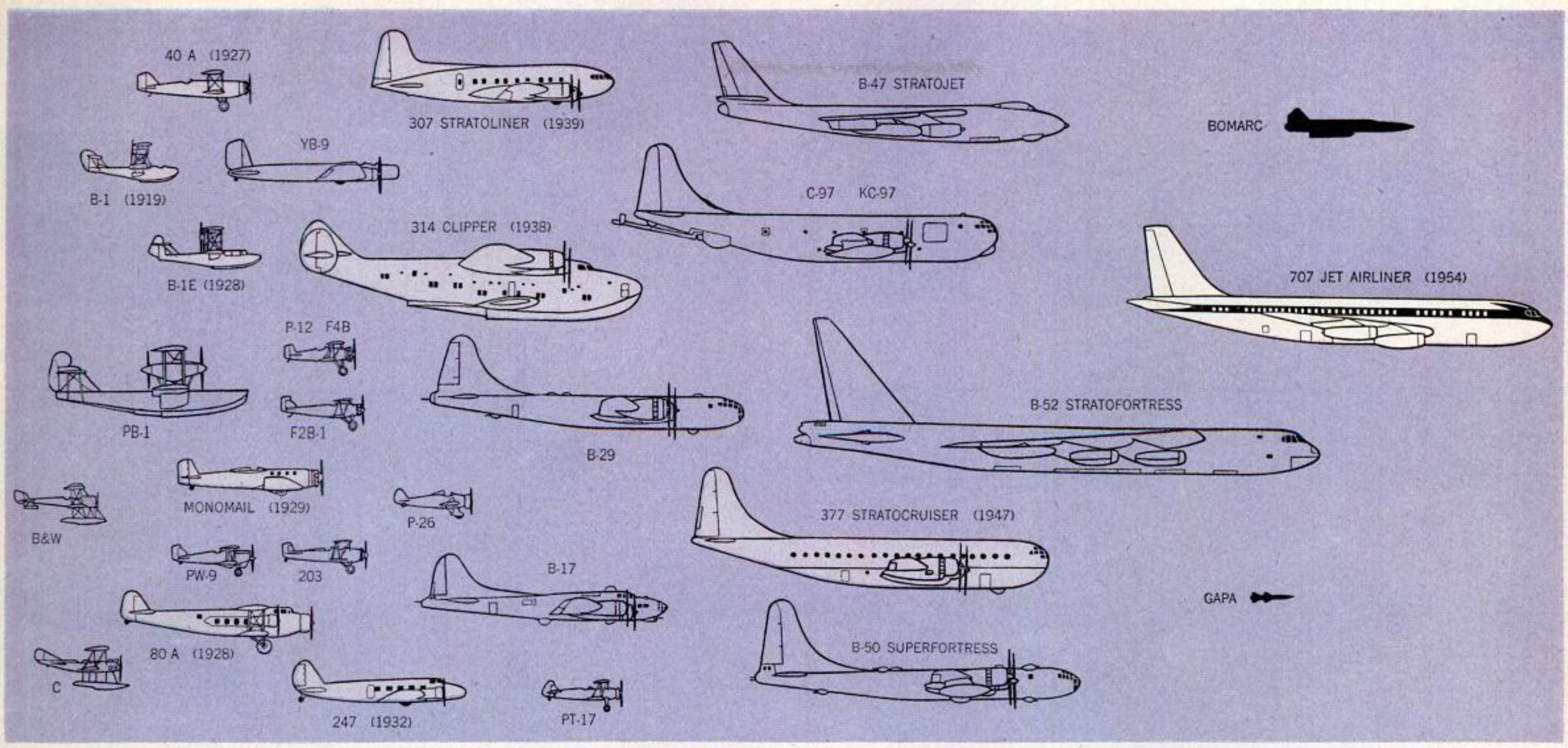
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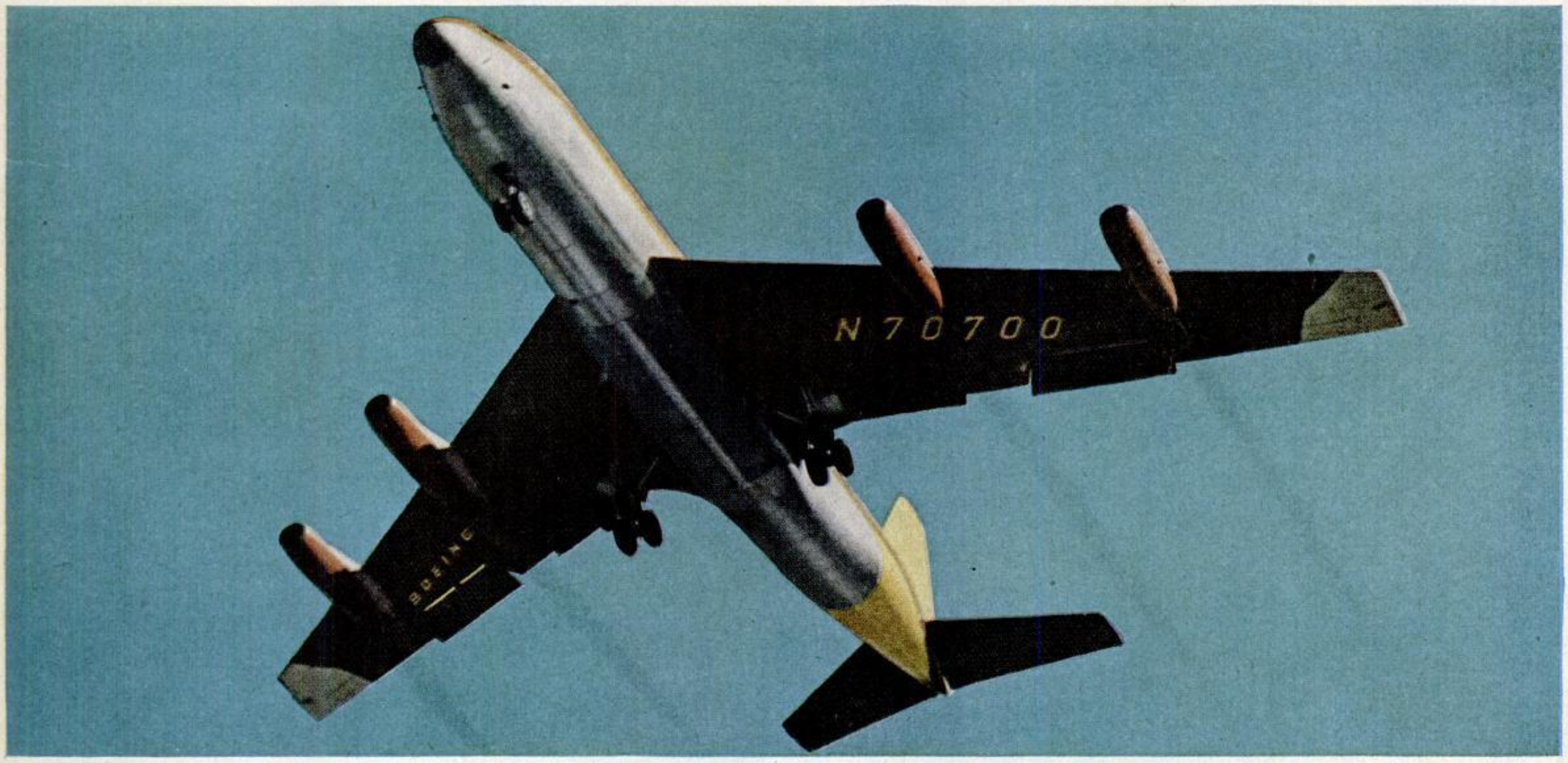
TRADING PUNCHES (*above*), battered fighters assume classic, baleful pose at a moment when the urge to hit exceeds their ability to make blows effective.

WEATHERING CRISIS (*below*) in 11th round, Robinson wears agonized expression as Basilio moves in. But Basilio was too groggy to put the champ away.

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From Boeing have come the pioneering passenger planes . . . the mighty fortresses . . . the flying boats . . . all part of the family tree of America's first jet airliner, the incomparable Boeing 707.



Aboard the Boeing 707 you'll enter the age of jet travel in a plane flight-tested three years . . . cruise across continents and seas . . . in luxurious comfort and quiet . . . at 600 miles an hour.

These airlines already have ordered Boeing 707s: AIR FRANCE • AIR INDIA • AMERICAN • B.O.A.C. BRANIFF • CONTINENTAL • CUBANA • LUFTHANSA • PAN AMERICAN • QANTAS • SABENA • TWA

BOEING 707

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New for 1958 from Westinghouse...

THE SHAPE



NEW 1958 WESTINGHOUSE ELECTRIC RANGE
(*Left*) with two Miracle Ovens that bake perfectly . . . exclusive Plug-Out surface and oven heaters that lift out completely for easiest cleaning.

NEW 1958 COLD INJECTOR WESTINGHOUSE
(*Center*) chills foods and drinks faster than any other refrigerator . . . no refrigerator stores better, looks better, serves you as well. Watch for tests that prove it!

NEW 1958 WESTINGHOUSE SPACE-MATES
(*Right*) a complete laundry in only 25 inches.

Laundromat® automatic washer (*at bottom*) with Revolving Agitator that washes cleaner, rinses better, cleans itself. Two-Cycle Fabric Master Dial marked for fine and regular fabrics.

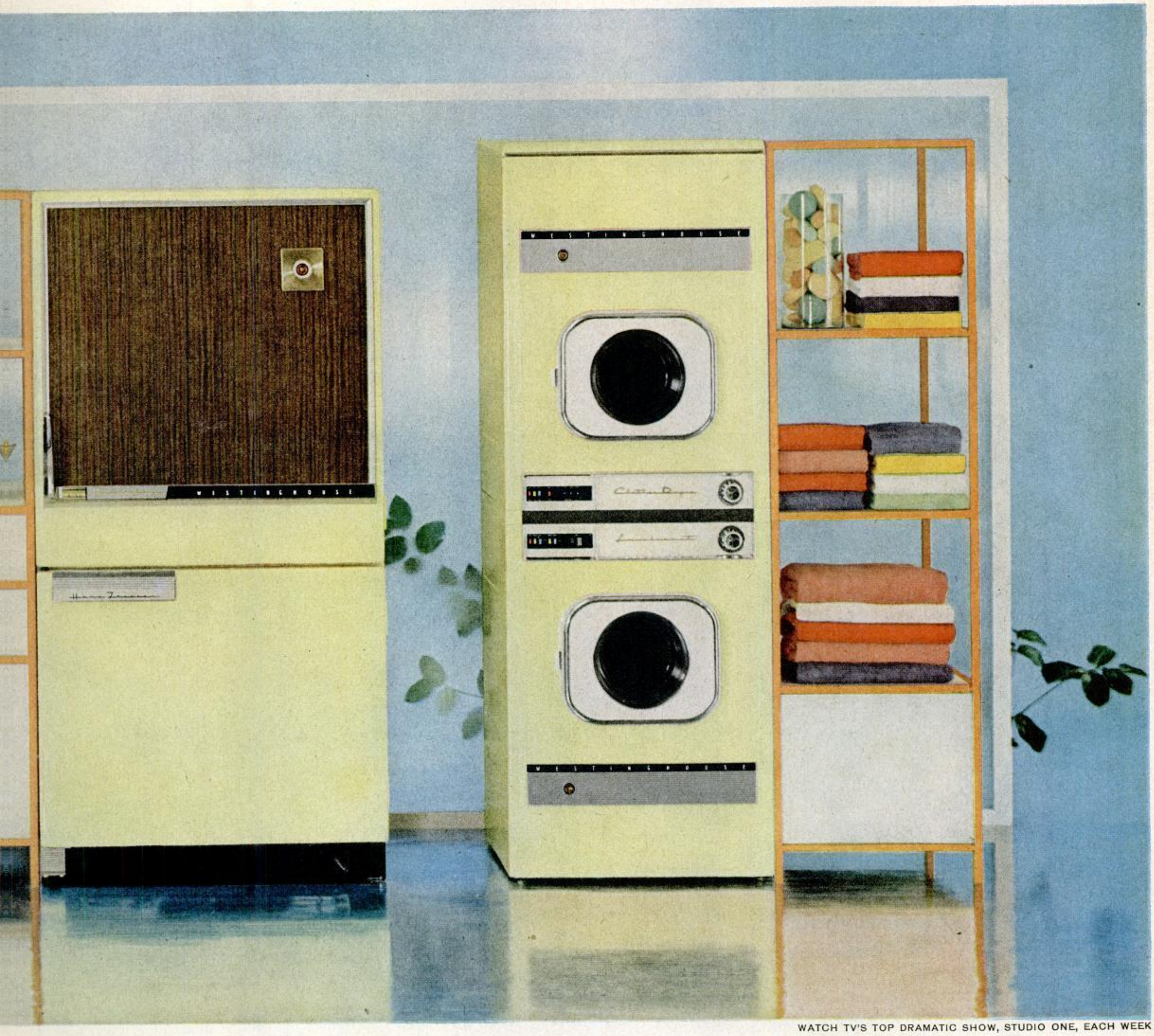
Westinghouse electric dryer (*on top*) with patented direct air flow system dries faster, thriftier. Auto-Dry Dial shuts Dryer off when clothes are dry.

It's here! A whole new idea in styling! Now, with these beautifull new Westinghouse "Shape of Tomorrow" appliances, you cann achieve the "built-in" look without the expense of actually buildingg in. Put them in your home—and suddenly you're living in thes future! They're clean, fresh, uncluttered! The smooth-flowing con-- tour of their square design blends in perfectly beside your present cabinets, fits in beautifully under existing shelves . . . yet avoids thes harsh, sharp-cornered look of many appliances being offered today..

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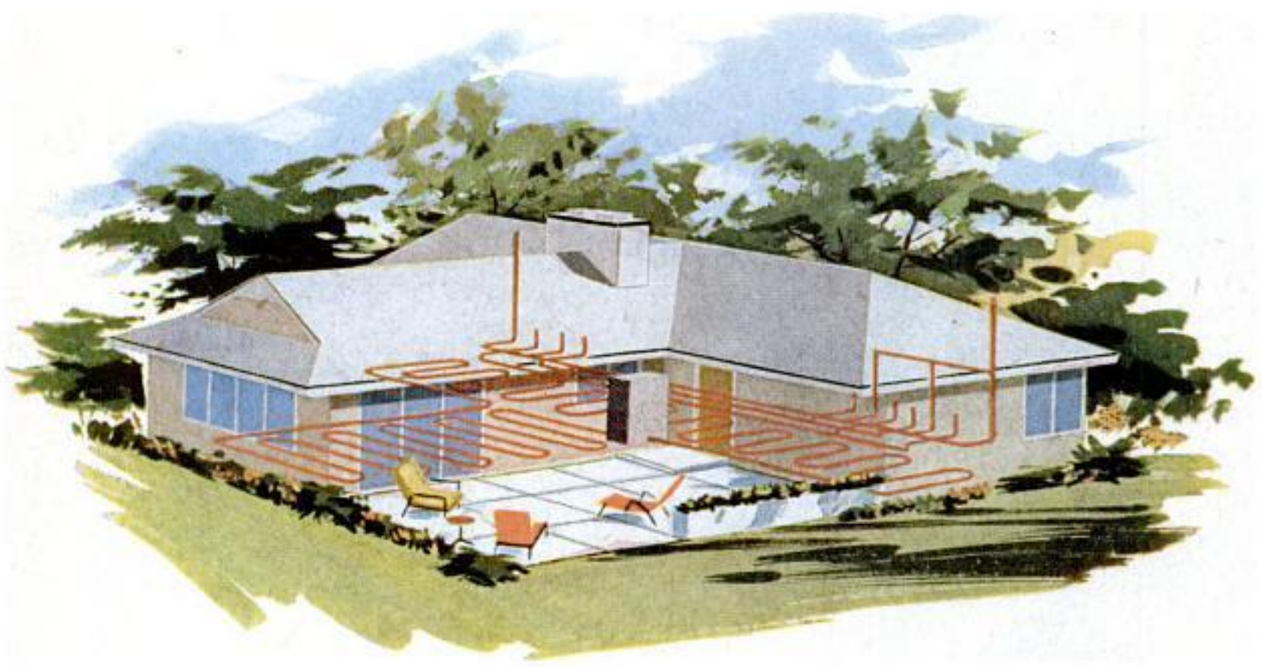
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No wonder your home's Lifelines—the pipes that carry water—must be dependable, sanitary, long-lasting. That means superior copper tube made by Chase!

Why Chase and only Chase? Lifelines of Chase copper tube simply can't clog with rust. Their interior walls are so smooth, so clean, that you always get a full flow of water... as pure, sweet and fresh as from its original source. What's more, Chase copper tube has proved its ability to last, *longer* than any substitute. It's the most widely-used brand in America!

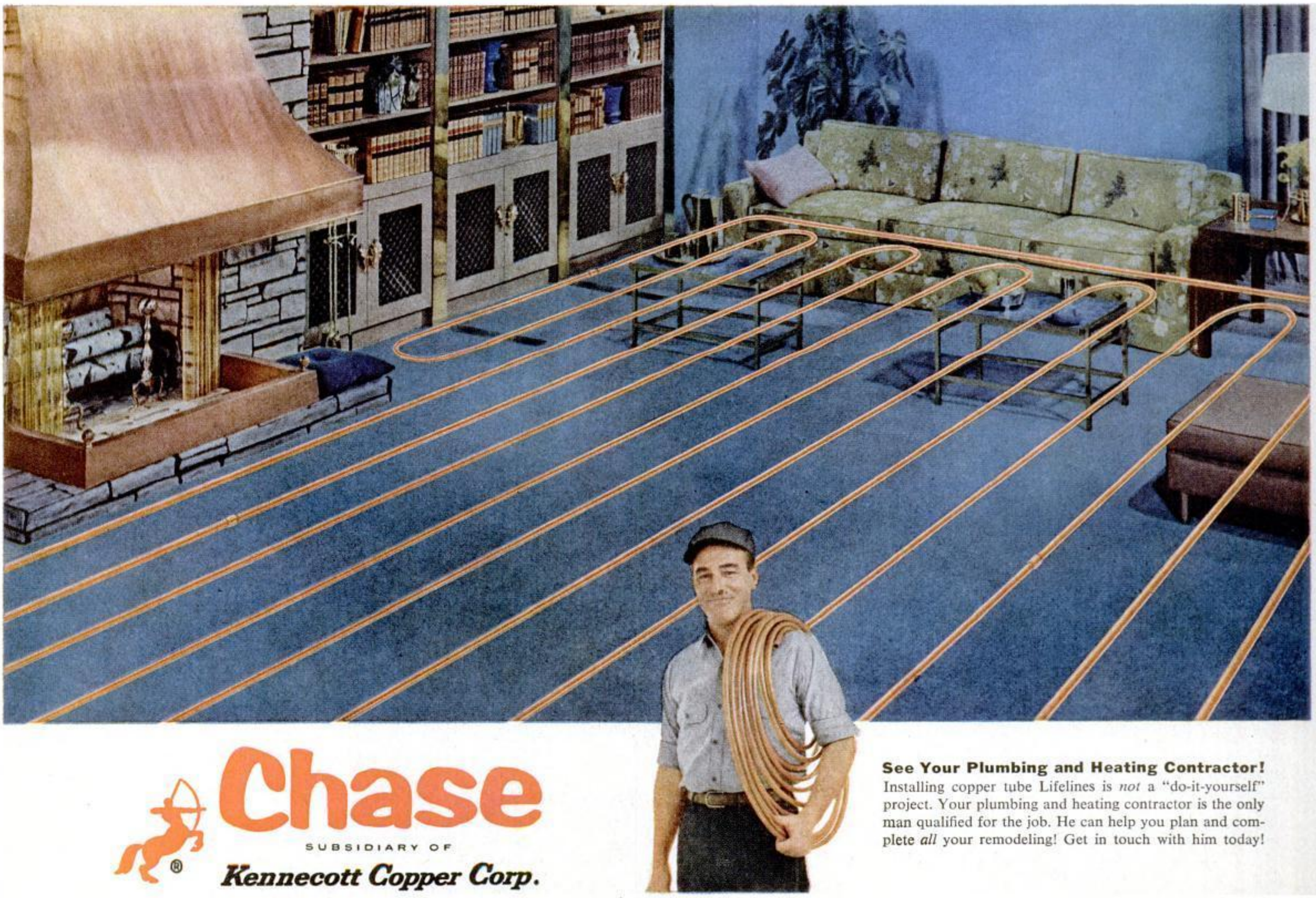
Today, Lifelines of Chase copper tube can cost you less than any other type of piping. So, always insist on Chase!



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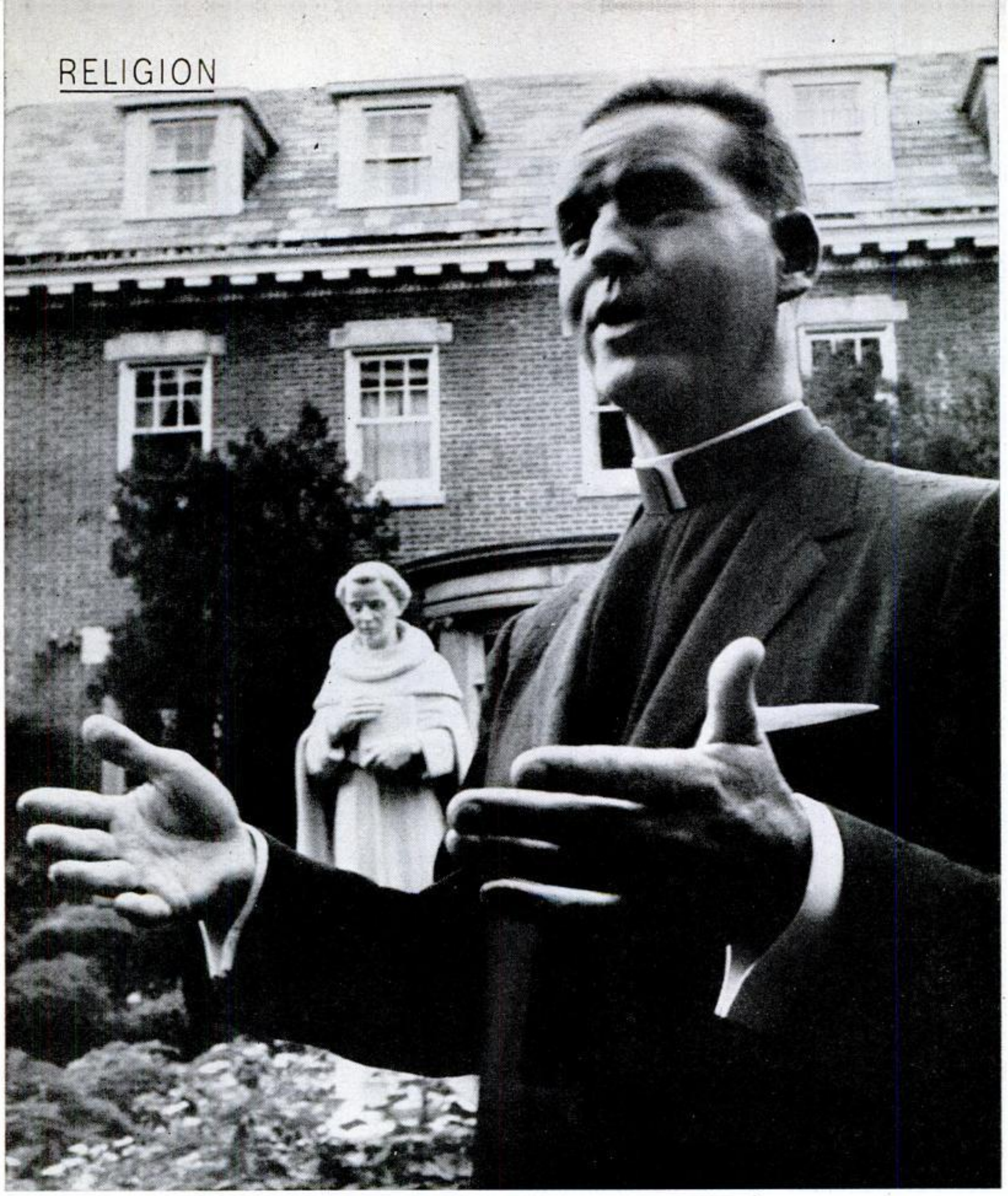
LIFELINES FOR HEATING AND COOLING assure you reliable circulation so necessary for efficiency—when they're Chase copper tube. Solder-joints stay leak-free, pressure-tight. You get better heating—as well as cooling—whether you have radiant, baseboard or convection systems!



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Kennecott Copper Corp.

See Your Plumbing and Heating Contractor!
Installing copper tube Lifelines is *not* a "do-it-yourself" project. Your plumbing and heating contractor is the only man qualified for the job. He can help you plan and complete *all* your remodeling! Get in touch with him today!

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IN GARDEN OF AQUINAS FOUNDATION CHAPEL NEAR CAMPUS, FATHER HALTON, 44, ATTACKS PRINCETON'S DECISION

PRINCETON FUROR OVER A CHAPLAIN

Critical Catholic loses campus rights

As its fall classes began last week, Princeton University stripped its Catholic chaplain of his title, declared him *persona non grata* at the university and thereby brought to a head an angry campus controversy. For 28 years Presbyterian-founded Princeton has welcomed a Catholic chaplain, recognized but not supported by the university. Five years ago the post was taken by the Rev. Dr. Hugh Halton. He became an outspoken critic of the university's "abusive liberalism." He singled out Princeton departments and professors as incompetent and subversive.

Princeton's officials, feeling the attacks were virulent and unwarranted, tried to persuade Father Halton's superiors to transfer him. They failed and finally Princeton's new president, Dr. Robert F. Goheen, a Presbyterian whose wife and six children are Catholics, issued a statement saying Father Halton had made "irresponsible attacks . . . accusations . . . unsubstantiated charges of malfeasance against the university." Then he and the board of trustees took the drastic step of barring Father Halton from using university rooms and printing announcements in its publications.



PRINCETON'S PRESIDENT, Dr. Goheen, on a train to New York, discusses reasons for his action.

CONTINUED

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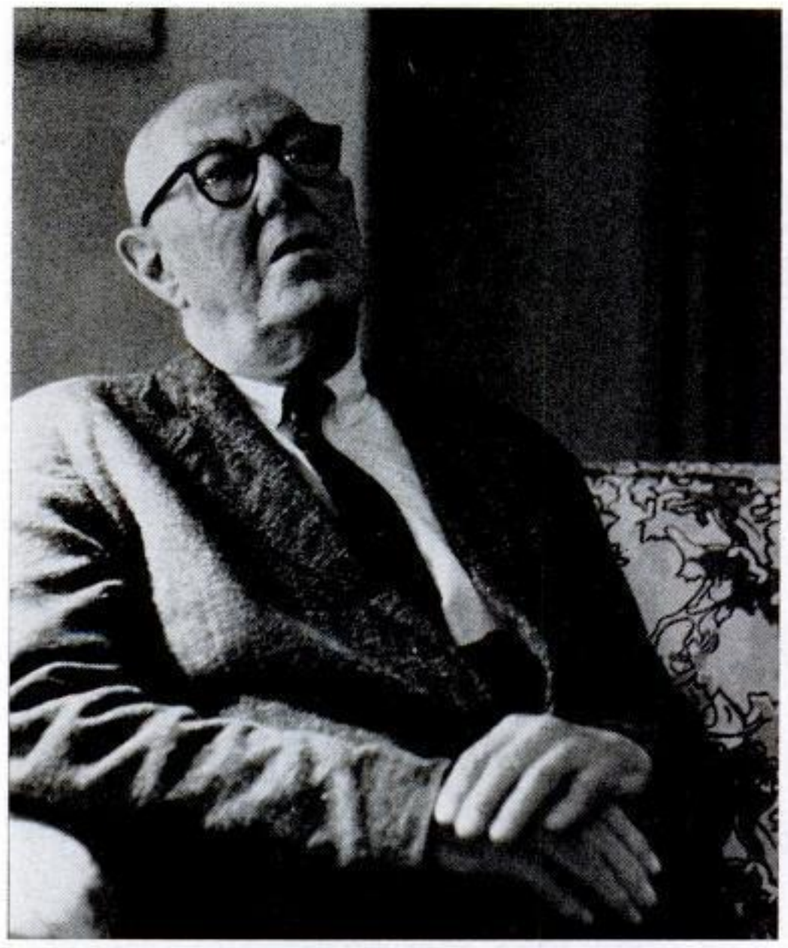
"I find that good fitting underwear helps me relax," says Dodger star Duke Snider, "so I always wear Mayo Spruce." Try it and see. For natural, easy-going comfort, it's Mayo Spruce all the way for men and boys!

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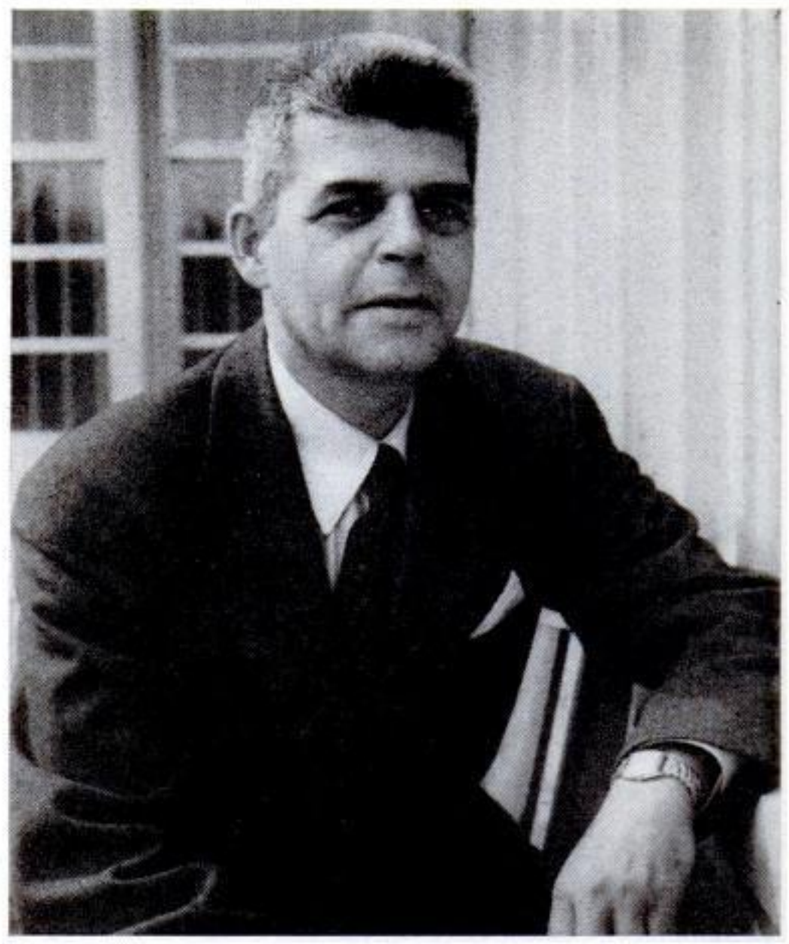
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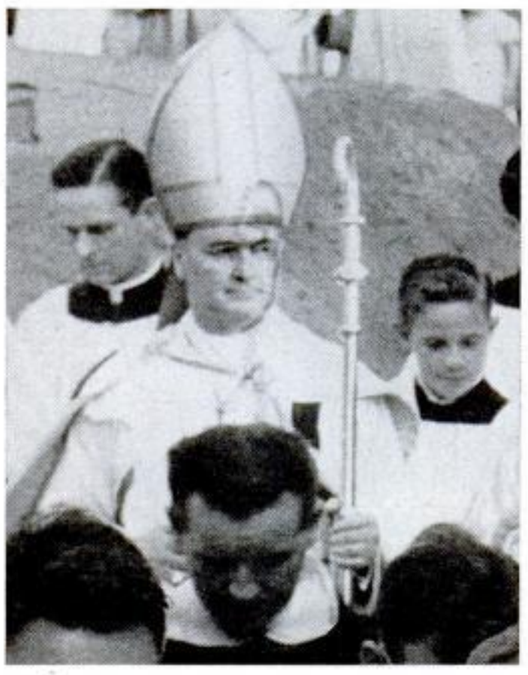
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FIRST TARGET of Father Halton's attacks was eminent philosophy Professor Walter Stace, now retired, who once described himself as "a person who does not accept the common conception of God." Father Halton called Stace "professionally incompetent," his philosophy "metaphysical mambo," and said, "Stace is enthroning the devil."



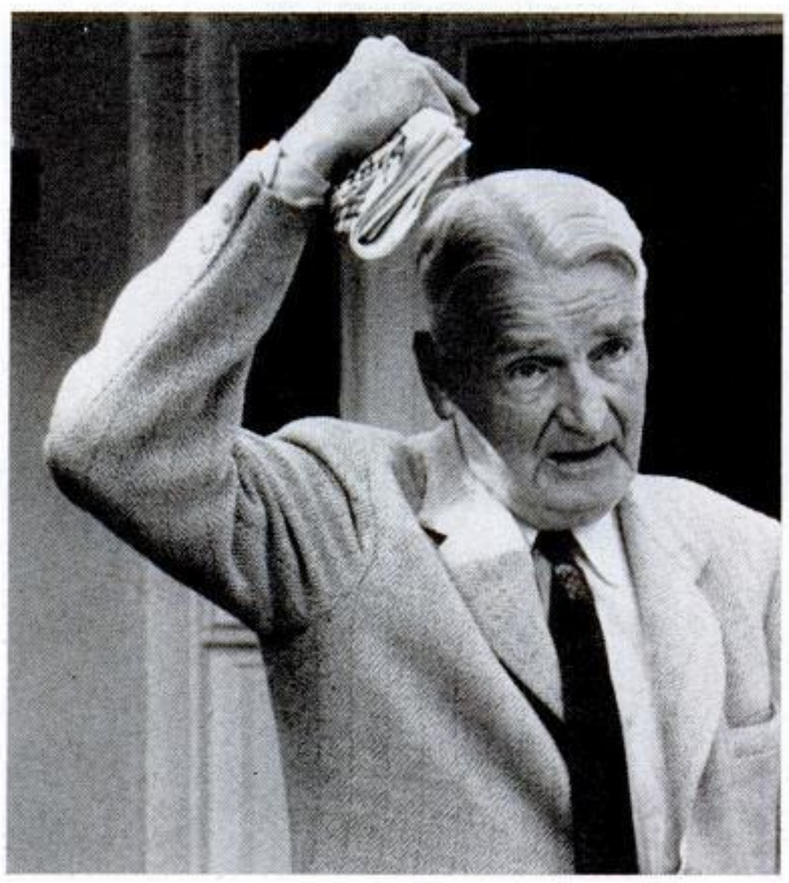
PROFESSORS' SPOKESMAN, Carlos Baker, head of English department, drew Halton's fire as president of American Association of University Professors. The A.A.U.P., said Halton, contains "abuses more serious than have been found in . . . Teamsters Union," and there is "more licentiousness in the A.A.U.P. than in the Communist party."



BISHOP, the Most Rev. George Ahr, walks behind Halton (*in foreground*).

FIGURES IN THE CONTROVERSY

In attacking respected members of the faculty such as those shown on this page, Father Halton, a Dominican, made statements like: "The teachings of some professors at Princeton are doing more harm than all writings of Karl Marx taken together." This alienated a majority of the college community, including many Catholics. But his bishop, the Most Rev. George Ahr (*left*) of Trenton, supported the chaplain "for the present." Bishop Ahr stated that he refused Princeton's request to transfer Father Halton, presented as "an ultimatum," because it would imply blame to the chaplain. President Goheen had said, "This is a withdrawing of recognition of an individual only. The university has not set itself against the Catholic church." But the bishop declared, "The basic issue is the right of a priest . . . to speak out in defense of the faith and morals of those committed to his care."



MOST OUTSPOKEN FOE of Father Halton is archaeology Professor Emeritus George W. Elderkin, who, he said, had "poisoned the minds of students . . . for 38 years." Elderkin, who wrote three pamphlets documenting the campus controversy over Father Halton, replied, "Halton never argues the fundamental questions, just swats the critic."



CATHOLIC LAYMAN Jacques Maritain, renowned philosopher and theologian who was once French ambassador to the Vatican, supports the university's action against Father Halton. A former Princeton philosophy professor, Maritain says, "This is a very complicated issue, but I'll say this right now: President Goheen is perfectly right."

CONTINUED



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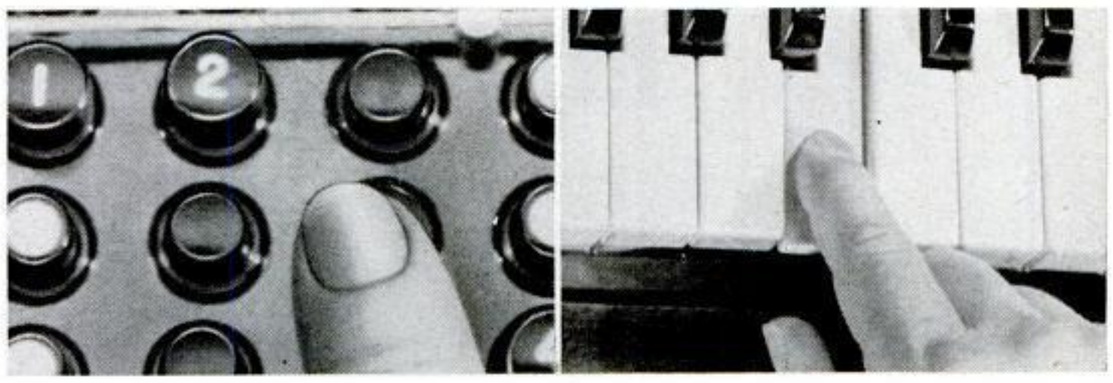
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ARGUMENT AMONG THE STUDENTS



CATHOLIC SENIOR Barry Myers (*foreground*) tells an informal debate at a Princeton club: "Father Halton is very entertaining, but the point I don't like is that Mass is not the time to be witty or to discuss the faculty. I used to like him, but now I go to another Catholic church just to escape him."



CAMPUS EDITORS of the *Daily Princetonian* listen as bishop's statement on case is phoned to office. The paper defended ousting of chaplain who, its editorial said, "has offered only skimpy factual proof to support his charges, relying instead upon sensationalism and a special home brew of philosophy."



CHAPLAIN'S BACKER, Senior Bruce Handler, a Roman Catholic (*second from left*), gets into the Princeton Campus Club discussion. "I think that Father Halton's right on practically everything he has stated. I don't know what a chaplain is supposed to be, but he's always been everything I wanted."

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Little did Evan Williams know what he was starting

EVAN WILLIAMS came down to Kentucky from Pennsylvania and set up a small distillery in 1783.

He had heard of the limestone springs of crystalline purity—of soil so fertile it became known as the "Bluegrass" region —of the kindly sun and gentle rain that blessed the land of golden grain.

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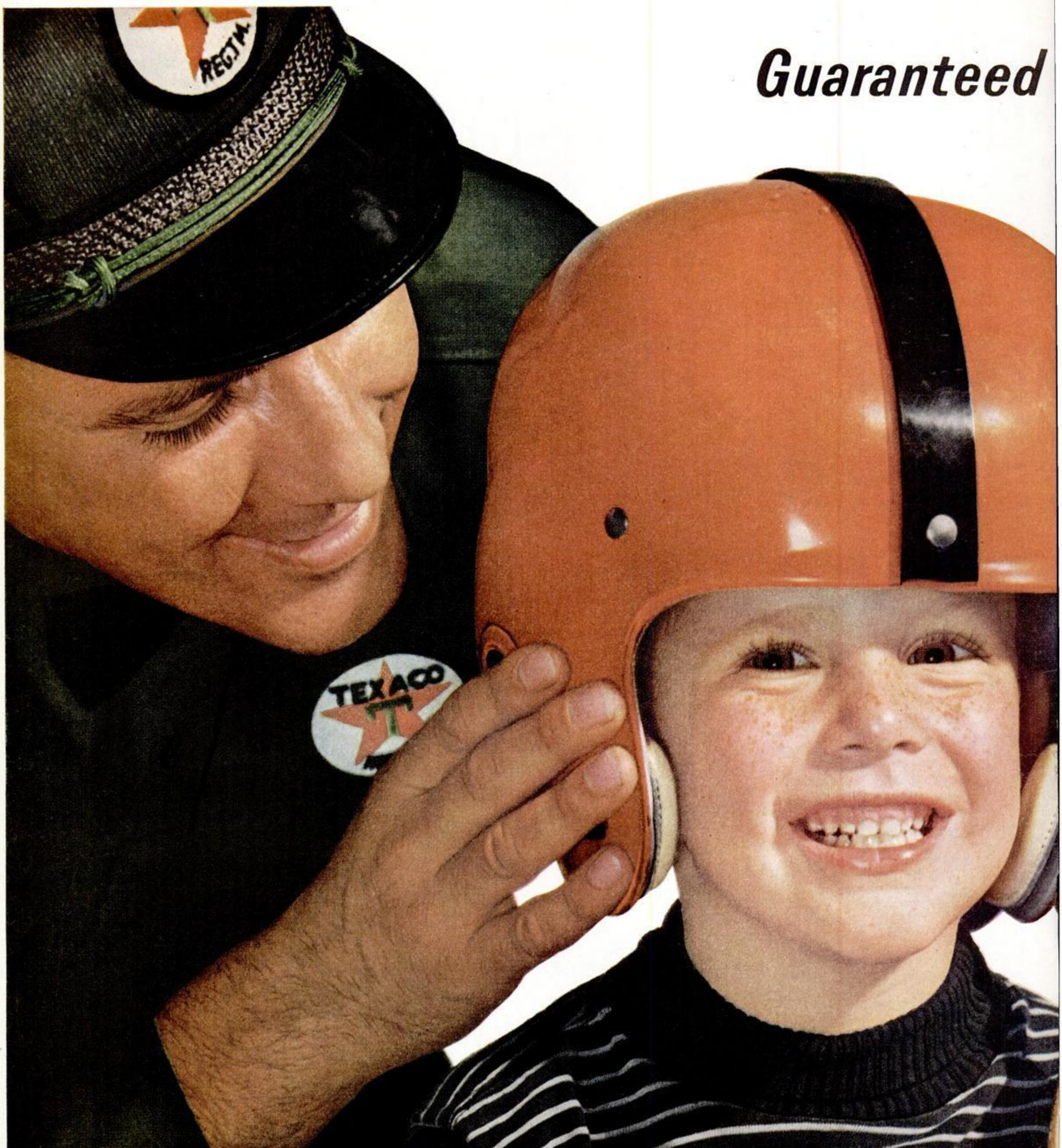
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SIGNS OF TROUBLE can be found in paintings by emotionally disturbed children at Hawthorne Cedar Knolls School near New York City. Such paintings, by teen-agers at the school, are among tools used by psychiatrist (*left*) to help youths avoid the possibility of a life of crime or mental illness.

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CRIME IN THE U.S.: PART V

WHAT MAKES A CRIMINAL

Many of the roots of crime lie in the mind. To nip them, scientists plumb the dark inner disturbances that can drive men to wrongdoing

by ERNEST HAVEMANN

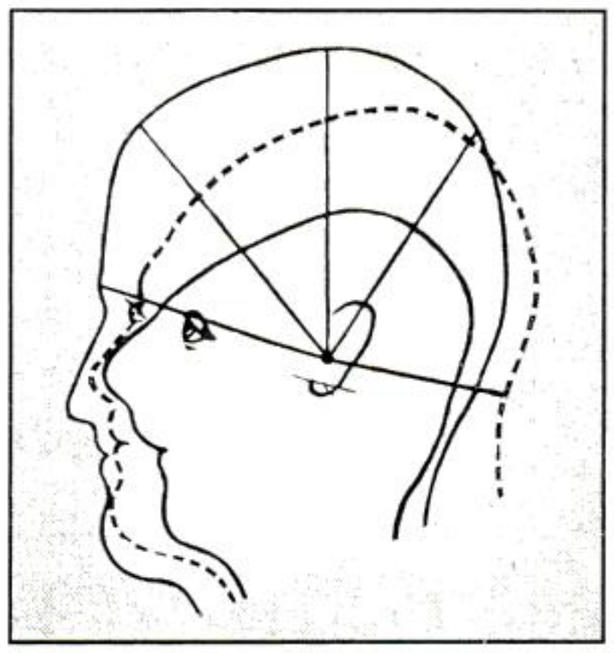
UP to this point, LIFE's series of articles on crime has said relatively little about the nature of the criminal. This is only fitting, for by and large the police, the courts and the prisons have never been especially concerned with what it is that makes the criminal behave as he does. The police are only supposed to catch him and to find out what he did, not why he did it. The law concerns itself only with the nature of the crime: first-degree murder calls for so many years in prison, grand larceny for so many, robbery with an armed weapon for so many. It has never occurred to anybody to write the rules from the opposite point of view: to say, for example, that a 39-year-old civil engineer, earning $8,000 a year, living with a wife and three children in a paid-for, one-family residence, with an intelligence quotient of 115 and no physical defects except for slightly subnormal vision, would receive six years in prison if he committed a crime, regardless of whether his offense should be sneaking a newspaper from the corner stand or stabbing his mother-in-law to death. The attempt has always been, as in the Gilbert and Sullivan song, "to make the punishment fit the crime," not necessarily the criminal.

It is only recently that anybody has tried to cast any real scientific illumination into what is probably the very core of the crime problem: the murky mystery, as ancient as Cain and as current as this morning's headlines, of why men actually do go wrong. Within the last few years a great many sociologists, psychologists and psychiatrists have begun to operate within our penal system. Some of the work on classification of prisoners, described last week, has been extended in an effort to seek out the deepest motives behind the criminal's actions. California and New York have especially well-staffed and inquisitive screening or reception centers. Wisconsin and New Jersey have set up special diagnostic centers apart from the prisons. The New Jersey center, for example, makes a thorough psychiatric examination of every sex offender convicted in the state, about 500 men a year. It also examines boys and girls sent to it from the state's juvenile courts, problem children brought in by their parents, adults who come in voluntarily with some problem involving a conflict with society, and the many inmates of New Jersey prisons who seem to have some special difficulties.

More and more the scientifically trained staffs in these reception and diagnostic centers are concentrating on the most basic of all questions: *why?* Why does this meek and apparently harmless man keep exposing himself in public or peeking through bedroom windows or annoying young girls? Why did this handsome and apparently happy boy set his school afire? Why did this well-mannered girl run away from home? Why did this prison inmate slash a cellmate with a razor? Are these people sane by legal standards? Does it make any sense to punish them? What if anything will turn them into good citizens? Is it safe to let them go, either now or later?

There have been many theories in the past as to the causes of crime. None of them has ever been proved and most of them, after a brief period of overenthusiastic popularity, have had to be discarded. Fifty years ago the amateur reformers were blaming crime on dime novels and cigaret smoking. Later it was blamed on the movies, Prohibition, repeal and jazz, and more recently on comic books, television and rock 'n' roll. The phrenologists once persuaded a considerable body of public opinion that crime was caused by the shape of the head. At a more serious scientific level Dr. Cesare Lombroso, an Italian doctor, came up in 1876 with the theory, widely accepted for years, that there is a born criminal type who can be recognized by his prominent ears, enormous jaw, broad cheek bones, heavy head of hair and slight beard.

Yet the first thing a serious student of crime discovers is the remarkable surface similarity between the criminal and the average citizen. The people who get in trouble and wind up in prison *look* the same as anybody else. Repeated tests of their height, weight, physical strength, glandular systems and brain waves show no more variation than would be found in any group outside the walls. Intelligence tests have shown that some criminals are bright, some are average and some are dull. They have married and sired children in approximately average numbers and seem to display the customary emotions toward their families.



CRIMINAL TYPE, according to 19th Century phrenologists, could be distinguished from others by head shape. Dotted line is criminal head; smallest, idiot; largest, poet.

As a matter of fact criminals violate practically all their advance billing. The sex offender, for example, has been the object of much public horror in recent years. He is thought of as a strong, tough, vicious, oversexed man prowling through the night for his prey, a beast bent on forcible rape and sadistic murder. To the scientists who have actually had a good look at the nation's sex criminals, this picture is ludicrous. To be sure, there are occasional brutal cases of rape-murder, so shocking that the community never forgets them. But these are among the rarest of all crimes. A woman stands much more chance of being murdered by a relative than by a rapist. A study of murders committed in the U.S. over a three-year period showed that only 17 women were killed by rapists, but 37 were killed by fathers or other close relatives, 49 by lovers and 102 by their husbands. The director of the New Jersey Diagnostic Center, Dr. Ralph Brancale, who has now had a careful look at 3,000 sex offenders of all kinds, believes it is a safe rule of thumb to assume that no more than 5% of them are physically dangerous in the sense of using violence or inflicting injury of any kind.

The typical sex offender is actually a weak, fumbling, rather pathetic individual whose trouble is a paucity rather than an excess of sexuality. He is frightened, inhibited and usually terribly afraid of women. Either he has never dared marry, or else he has never been able to establish a satisfactory sex relationship with his wife. He has to find his meager and bumbling satisfactions by exposing himself in public, which is the commonest of all sex offenses, or by such grotesque acts as fondling little girls or writing obscene letters to movie stars. Usually he cannot help himself. In psychiatric terms his actions are compulsive. He is driven to them by forces which he cannot understand and often does not even condone. Many sex offenders consider their own actions reprehensible and hate themselves for what they have done. They seldom even get any satisfaction or relief from their acts. They are a sorry lot, often more to be pitied than censured. Dr. Brancale has found that many of those he has studied are the victims of severe mental disturbance.

But as much as Dr. Brancale, among others, sympathizes with the plight of sex offenders, he believes in getting them off the street. He believes that men of this sort are badly in need of psychiatric treatment and

TEXT CONTINUED ON PAGE 152. PICTURES ON FOLLOWING PAGES



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HISTORY OF A BURGLAR

Scientists uncover one criminal's motives

The dark disturbances that may drive men to crime are deeply hidden and rarely understood —least of all by the criminal himself. They are clues to his behavior, but dredging them up is a difficult job and one for experts. Two such experts are Psychiatrist Ralph Brancale and Penologist F. Lovell Bixby of New Jersey's correction service. To help discover the youthful motives that initially made seasoned criminals take up crime, the two specialists recently studied the case of a habitual burglar who is typical of 60% of the men in U.S. prisons. His story, as they uncovered it in lengthy interviews with him, unfolds in the drawings on these five pages.

The burglar, here called Bob Braun, is a friendly man, pleasant, nice looking, soft spoken, courteous. In all ways, he appears to be an average man in the street, far from the general concept of the criminal. He even seems a righteous person, disliking laziness, deploring violence, despising depravity. He has never carried a gun. Yet Bob has spent 36 of his 57 years in prisons and is now serving time in the New Jersey State Prison at Trenton. Early in youth he got mixed up in a foolhardy, petty burglary. He kept vowing to go straight but, to hear him tell it, things just kept going wrong. To the experienced and sympathetic ears of Doctors Bixby and Brancale, however, Bob's life told another story. Listening to his sad, to them familiar, tale, the doctors interpreted it —as the captions on these pages describe—in the light of Bob's own emotional reactions to the crises in his past. They came to some conclusions. First, what started Bob off wrong was his early feeling of rejection by those he loved most. Second, Bob committed crimes as a way of expressing deep resentments that lay dormant within him, no matter how successfully his life was progressing, and periodically were reactivated by accidental events. Third, his early crimes were done almost unconsciously, without his knowing why. But once the law tabbed him as a habitual criminal, he decided he would act like one and robbed deliberately. Most important of their conclusions was that if Bob had had some psychiatric help about the time of his second punishment (*p. 149*), the last 40 years might have been useful ones to him and to society.

Bob's story begins at 4, when his parents, who were itinerant silver miners in Idaho, sent him to his grandparents in Germany to have a permanent home and a good education. Although he loved school and his grandparents, he felt he had no identity. His father went to Germany but never came to see his son. At 13 Bob was shipped back to America. Thus, when he reached the U.S. (*right*), he had twice been torn from an environment he knew and liked and twice had felt spurned by those he loved.



ALONE AND AFRAID, 13-year-old Bob Braun peers at New York from the ship that has carried him away from Germany and his beloved grandparents. With only a tag as identification, he feels he belongs to no one. Although he only dimly remembers his mother, he hopes she will meet him. Instead he finds a harsh stranger, his stepfather.



BEATEN BY HIS STEPFATHER, who dislikes him, Braun is knocked down on the porch of their mining-town cabin in Idaho. He is shocked when his mother, whose love he desperately wants, stands passively by, devoting her attention and affection instead to Braun's two half brothers. When his stepfather sends him away to work on a farm, where he cannot even go to school, he is convinced that "no one wants me." Emotionally, he is ripe for trouble.

DRAWINGS for LIFE by BERNARD LAMOTTE

CONTINUED 147

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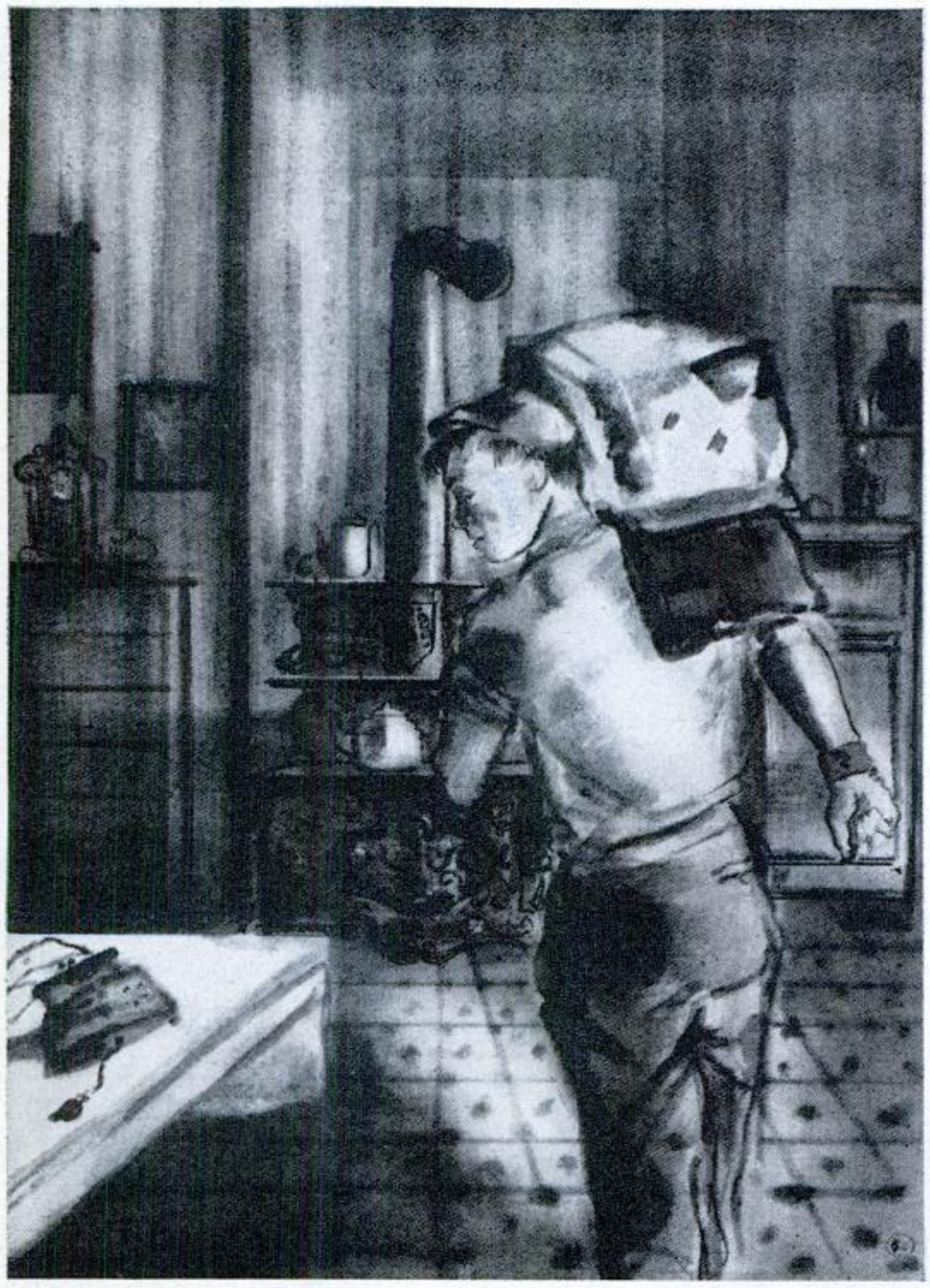
FIRST DANGEROUS STEP on the road to crime is taken by 15-year-old Braun when, after running away from the farm, he jumps off a freight train at Salt Lake City (*above*) with an older boy he has met while riding a boxcar. His companion talked glibly of making easy money. Braun had planned to try for a railroad job in Cheyenne but instead, hungering for friendship, he was easily influenced by his new pal, whom he immediately pictured as a hero, and joined him in robbing a suburban home.

HAPPIEST EXPERIENCE is enjoyed by Braun as he uses his stolen money to ride in a park (*below*). When suspicious police picked him up, Bob confessed the robbery. Since he has no family he was sent to industrial school, to stay until he was 21.



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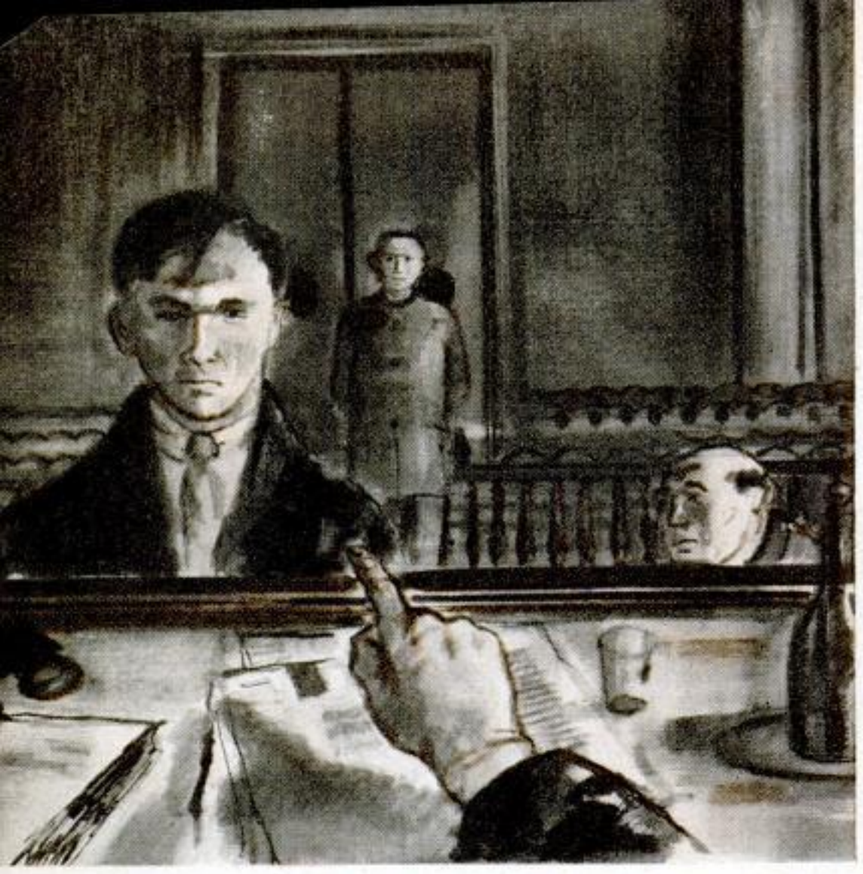


SECOND THEFT is committed by Braun in a Nebraska home. He had run away from the reform school. He did not mind life there but could not face six years' confinement. He got a job delivering ice and one day saw a handbag in a customer's kitchen. On an impulse he took part of the money—$20. Subconsciously he was again finding an outlet for his resentments by stealing.

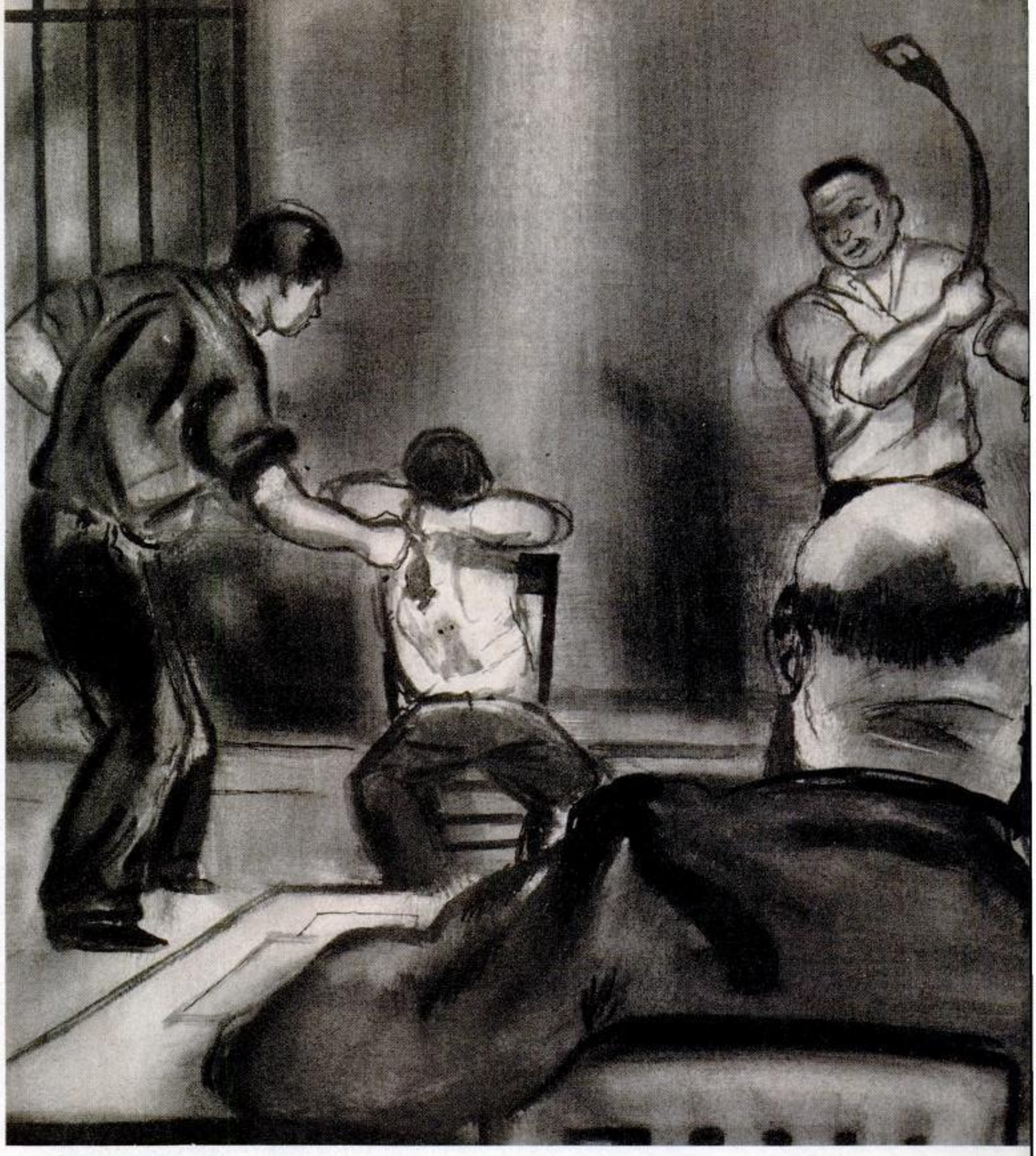


SECOND PUNISHMENT is a one-year sentence at the Nebraska State Penitentiary, working in the warden's garden. Dr. Brancale feels that had Braun at this crucial time in his youth received psychiatric help he might never have stolen again. But criminal psychiatrists were few in those days. Braun remained ignorant of the emotional troubles that would drive him to become a repeater.

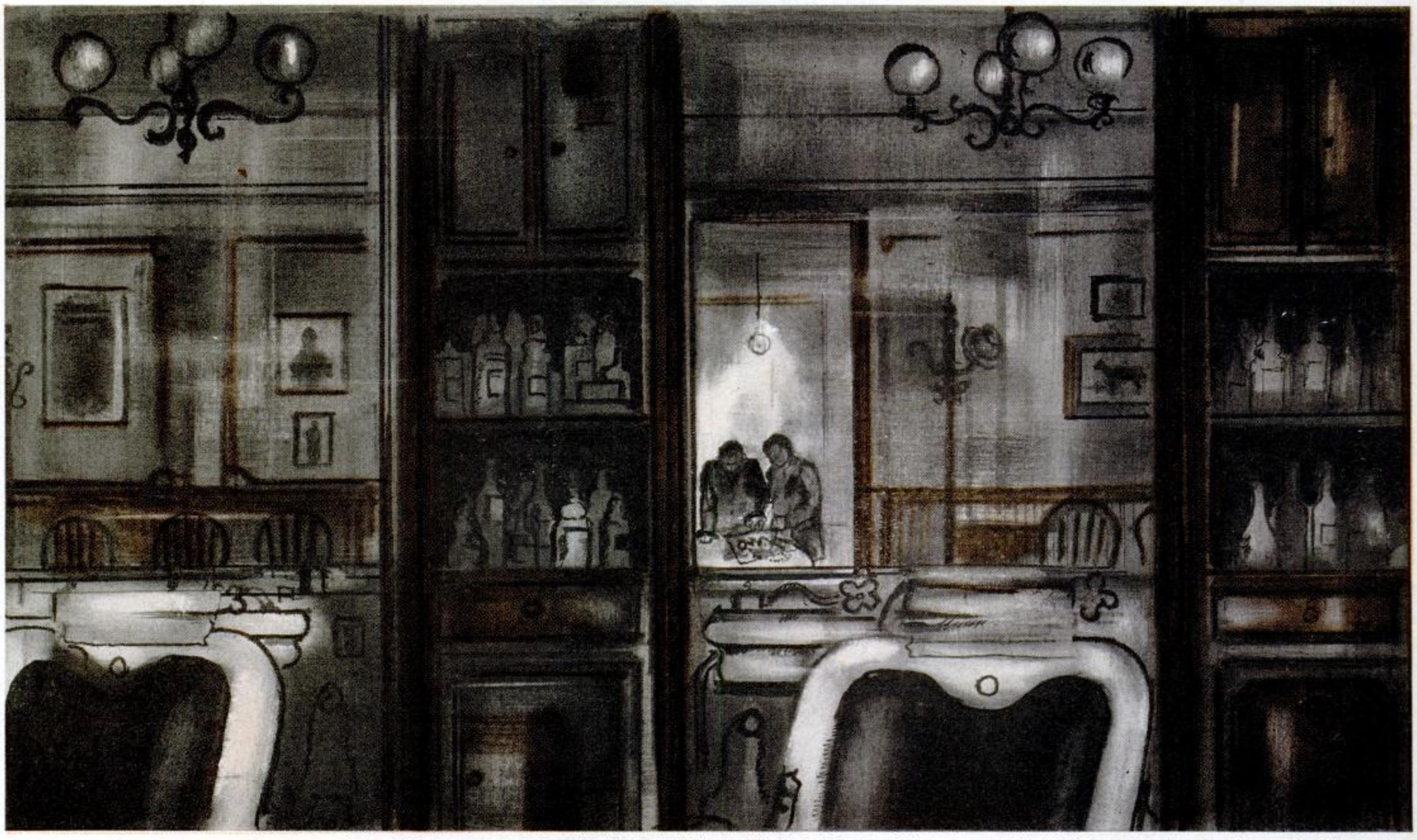
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ACCUSED BY A JUDGE, 21-year-old Braun listens in stunned disbelief as a New Jersey jurist points at him, saying, "You look like a professional thief to me. I'm going to make an example of you." After leaving the penitentiary, Braun had moved east, worked hard for two years, then once again committed petty thefts. But he had never thought of himself as a real criminal. The judge's accusation, made in view of Braun's record, magnified Braun's resentment. So did the stiff sentence: 14 to 21 years on three charges of burglary.



BEATEN BY THE POLICE, Braun gets a second taste of what he feels is injustice from the law. Paroled after serving 10 years of the judge's "example" sentence, he was determined to go straight. But small-town police hauled him in on suspicion in a big jewel robbery. Though he had only 75¢ in his pocket, they brutally tried to extract a confession before admitting he was innocent. Even so he was jailed as a "disorderly person." Bitterly realizing that police now considered him a criminal, Braun decided to take up burglary as a profession.

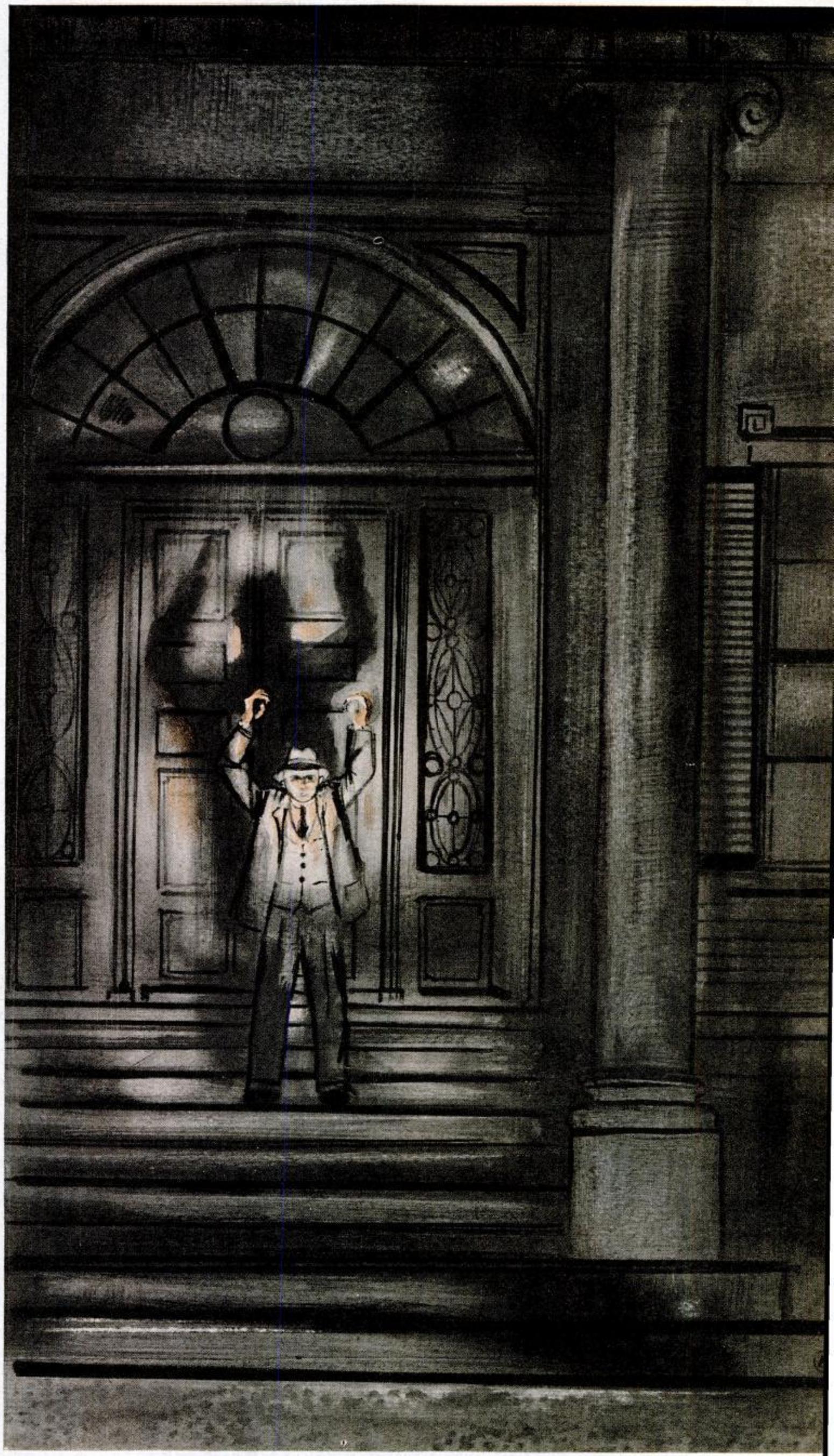


CHEATED BY A FENCE, Braun confronts him at a barbershop rendezvous in New Jersey. Now 32, Braun had made a fairly lucrative living for several months through burglary. He now rationalized his crimes as a way of coping with hostile society, which labeled him a criminal. "If I had the name," he says, "I figured I might as well have the game." He carried out 30 burglaries, one of them $10,000 worth of gems. For safety's sake he worked as a lone wolf. He lived alone in a hotel, spent much of his spare time reading. He liked news magazines and the novels of Dumas, Balzac and Dickens. But one day his fence stole a gem from him and when accused by Braun informed to the police. Braun was imprisoned again, for 16 years.

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AN HONEST TRY proves a big success for Braun when he becomes a partner in a used-car business (*left*) in New Jersey. After finishing his 16-year prison term, he had done well as a printer, a trade taught him in prison. Wanting to make more money, he then invested in a used-car lot and prospered. He wore expensive clothes. He made many friends and even joined a bowling team. Always an industrious worker, he lived well as a respectable citizen for four years, thoroughly enjoying his new life.

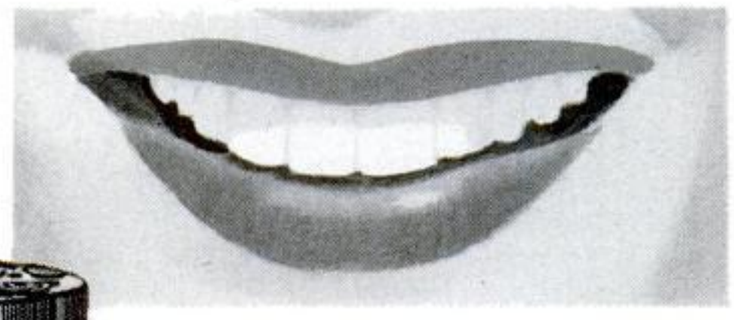
A TRAGIC REGRESSION occurred one evening when, driving through New Jersey after having had drinks with friends, he saw an expensive residence. Suddenly an old impulse seized him, unreasoning yet overwhelming. It had been deep within him all along, had been released by the alcohol, which he rarely drank. He senselessly went right up the front stairs to burglarize the house. When he saw the glare of a police car searchlight, he turned, resignedly and almost expectantly, with arms upraised.

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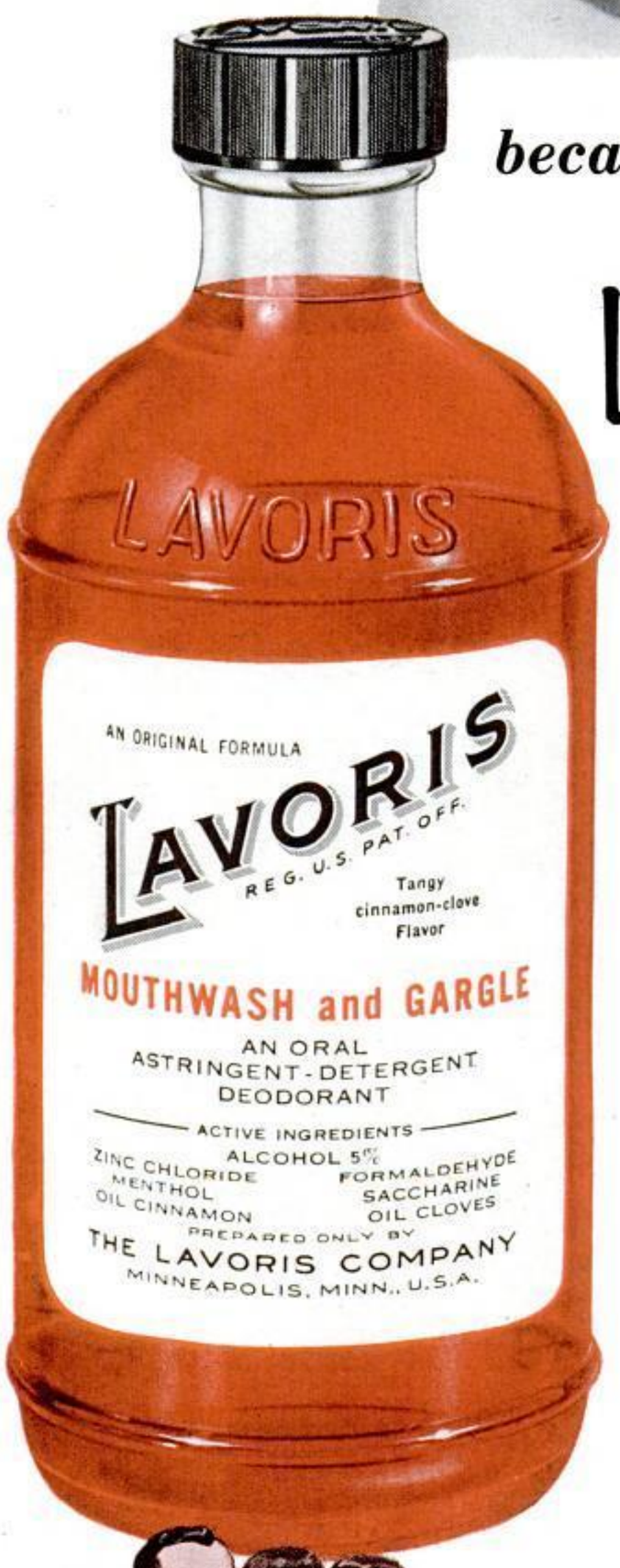


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EXPLORERS OF CRIMINAL MINDS, Drs. Ralph Brancale (*left*) an F. Lovell Bixby, discuss psychiatric case in New Jersey Diagnostic Cente

TEXT CONTINUED FROM PAGE 145

that often those who commit the most minor offenses are the mos seriously disturbed. Though they are not really likely to endange society through violence, as is popularly supposed, many do need seg regation and treatment. Many of them are in the early stages of schiz ophrenia. It is the split personality of schizophrenia rather than delib erate hypocrisy which accounts for the fact that many of them—lik the high school youth who recently went to a Billy Graham meetin after raping and strangling a classmate—profess to be so pious.

Juvenile delinquency, another problem which has been extensivel explored by the modern students of crime, turns out to be muc more complex than most people suppose. In the first place, it i hardly a new or distinctively American problem. Many of the form of orneriness once considered peculiar to American youths have bee found upon investigation to be quite common all over the world. I the second place, juvenile delinquency springs not from just one caus but from at least two chief causes—sociological and psychological— and each has a number of ramifications.

The burden of the slums

THE type of delinquency most publicized in the big cities today— the business of running in gangs, fighting other gangs and occa sionally knifing an opponent or an innocent bystander to death— has been proved by the sociologists to be at least in large part a neighborhood matter. A work highly regarded by sociologists is th famous 1929 study, *Delinquency Areas*, by the late Dr. Clifford Shaw Dr. Shaw mapped the entire city of Chicago by the number of delin quents and criminals each area had produced over a period of years He found that the areas with a high number of juvenile offenders als had a high number of adult offenders and that these areas were in variably the ones with the most factories, worst housing and greates number of families on relief—in a word, the slums. Each zone o improvement in living conditions from slum center out to the sub urbs was accompanied by a decrease in crime and delinquency.

Later Dr. Shaw made the same kind of map for other big cities and in each case the results were the same. The conclusion which h and other sociologists reached was that crime is a way of life which once established in a neighborhood, tends to perpetuate itself, th youngsters inheriting the pattern from their elders. Many of the so ciologists believe that the influence of the bad neighborhood and bad companions is the whole explanation of delinquency. They feel tha it is just as natural for the son of delinquent parents and intimate o delinquent friends to wind up in the police files as for a wealth lawyer's son to wind up with a successful law firm. Certainly th great bulk of today's delinquent youth gangs centers in places lik New York's Harlem and Chicago's near South Side, where adul crime of all kinds is prevalent. Juvenile delinquency has always flour ished in these neighborhoods. In past generations, however, it re ceived less publicity because the young hoodlums stayed put. The stole only from their own corrupt elders and knifed only each other and the rest of the community did not particularly care. Today' delinquents, like everybody else in the thoroughly motorized U.S. get around more and attract much more attention.

Most criminologists are not nearly so worried about these young sters, who are often called "situational delinquents," as are th

CONTINUED ON PAGE 15

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A Voice of Experience behind the "Voice with a Smile"

Day and night in your telephone company central office there are courteous, efficient women like Jean Bullene to help handle any unusual situation, and make sure your calls go through quickly and easily.

Know-how and team spirit make Jean (Mrs. Jack) Bullene well suited for her responsible job.

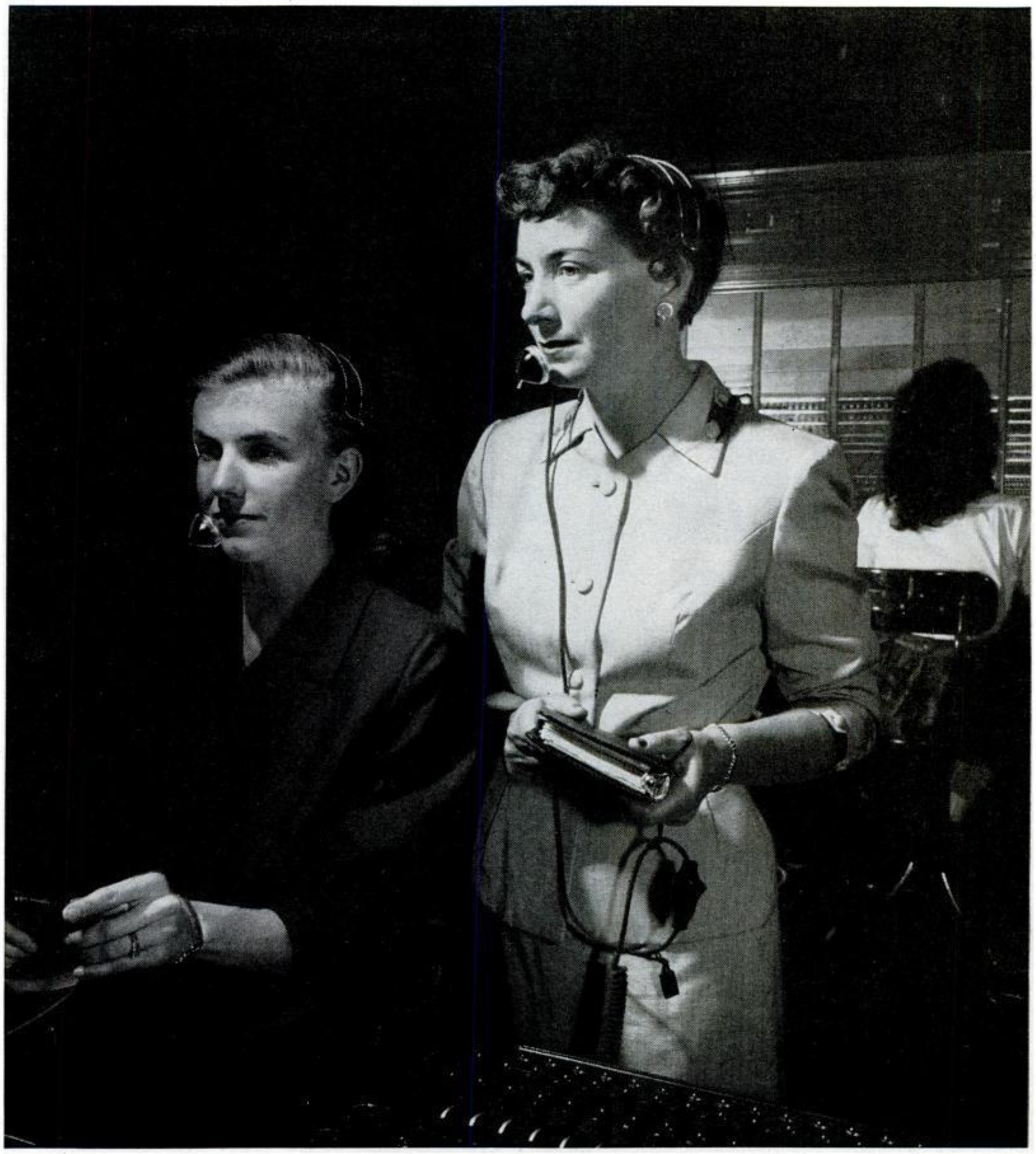
She helps train new telephone operators and is ready with immediate answers to any questions that arise in connection with the many local and long distance calls that go through each day.

She's a Voice of Experience behind the Voice with a Smile.

"I love this work," says Jean, "because I get a real feeling that I'm helping people in a very personal way. I know how important their telephone messages are and I'm proud to have a hand in keeping my neighbors in touch with family and friends here in Garden Grove and out of town."

Jean combines her telephone company work with a neighborly role in the life of her community. She has often observed that the spirit of service in the telephone company is contagious. And her many off-duty activities bear this out. When she's not busy with music, gardening and remodeling her attractive home, she pitches in on Cub Scout work.

As you can well imagine, Jean never has time to be lonely. But on the subject of loneliness she has this to say: "No one ever needs to be alone when there's a telephone handy. It's so easy to keep in touch with your neighbors or friends who are miles away."



JEAN BULLENE LENDS AN ASSIST. *As a supervisor in the Garden Grove, Calif., telephone office, Jean conducts training and works with her group of operators in providing the best possible service.*

PHOTOGRAPHS BY ANSEL ADAMS



JEAN APPLIES WAR PAINT *to her son as his Cub Scout den embarks on an Indian lore project. She has also worked with the Girl Scouts.*

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$1,000 of coverage on each insured child under 18 . . . term insurance to age 25 or your age 65, whichever occurs first. The Family Security plan also contains conversion privilege for the children, and automatic coverage for future children.

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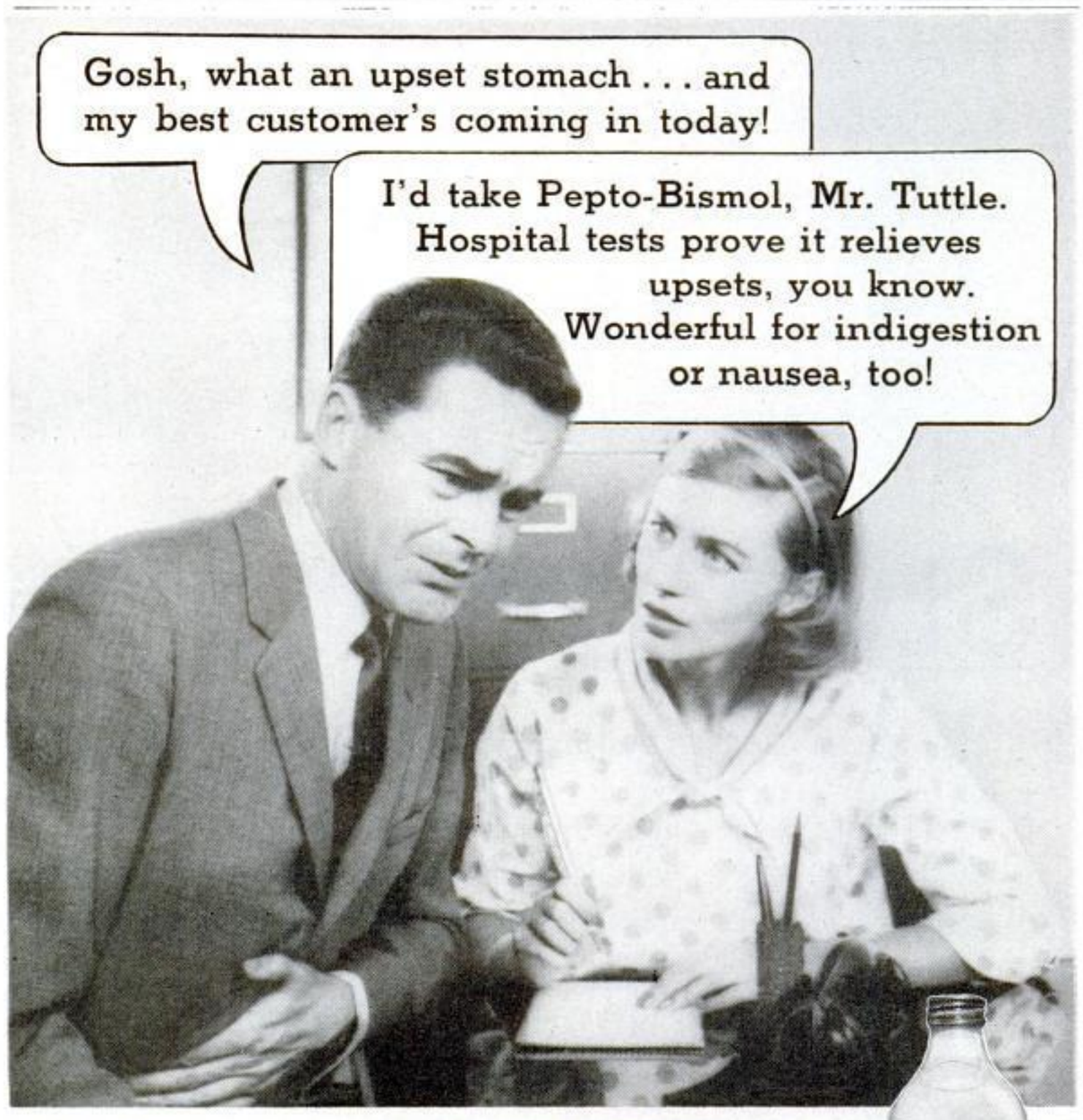
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SITUATIONAL DELINQUENCY, say sociologists, stems from tough areas like New York's Lower East Side, here painted by O. Louis Guglielmi.

CRIME CONTINUED

headline writers. Many slums have such a thoroughly delinquent atmosphere that a youngster brought up there almost has to steal, fight and run in gangpacks to maintain any kind of social status. Every parent knows how sensitive teen-agers are to the opinions of their peers, and in these neighborhoods the climate of public opinion brands any good boy a sissy. In addition many youngsters join the gangs solely for self-protection.

Criminologists feel that the prognosis for most of these boys and girls is pretty good. The great majority of them will outgrow their delinquency and find more solid satisfactions in a job and in a home. They will graduate from the slums, settle down in better neighborhoods and become perfectly respectable young parents—and 20 years from now they will be deploring the conduct of their own teen-agers. The principal of a New York City high school in a slum area reported that a recent class reunion held 10 years after graduation was almost unbelievable: some of the worst delinquents had turned into responsible, law-abiding citizens.

According to the psychiatrists, however, there is another type of delinquent for whom there is much less hope. This is the boy or girl who behaves badly for no apparent reason. The New Jersey Diagnostic Center recently examined a teen-ager from a well-to-do home. He had all the pocket money he could possibly spend but, for some mysterious reason, took a bus to a nearby suburb, cut out the screen of the first doorway he came to, rummaged through the house for a few worthless trinkets and then entered the bedroom, as if in an almost deliberate attempt to wake the family, and was caught and subdued after a fight. There was an even more ironic recent case in the federal courts in which a youth drove downtown in a Cadillac convertible which had been a gift from his parents, parked it and walked to the next block to steal a jalopy.

The psychiatrists believe that this sort of delinquency has the deepest of psychological roots, twisted by tensions existing within the family. As a Freudian might put it, most delinquents have never adequately resolved the Oedipus complex, which is the early childhood love for the mother and rivalry with the father. Many delinquents have domineering and often cruel fathers of whom they are terribly afraid. Their unexpressed, unresolved hostility toward the father floats through their personalities like a mine in the ocean, ready to explode at the first object it touches. Some of them were warped by

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overpossessive mothers whom they pretend to love greatly but actually hate for turning them into the neighborhood sissies. Almost all delinquents, even the swaggering bullies, suffer from a lack of self-esteem. Dominated and rejected as children, never bulwarked by normal love and affection, they seek desperately to capture some feeling of value and importance. Delinquency offers them prestige or at least notoriety and a chance to take out their aggression against society as they would like to have taken it out against their parents.

Among the youngsters teetering on the verge of delinquency because of a bad emotional background, those who are the least able physically and mentally to keep some kind of precarious balance are the ones who fall first. The unhappy, unattractive, overweight girl, shunned by all the boys in her class at school, is almost a sure bet to become sexually promiscuous and perhaps to start bearing illegitimate children the first time some cynical stranger makes a seemingly affectionate pass at her. The fat or skinny boy—especially the latter since leanness of build is often connected in the popular mind with physical weakness and doubts about virility—is a prime candidate for trouble with the police. So is the class "boob."

Penalties for poor students

FOR all our advances in education," one criminologist has said, "our teachers today still pin medals on the bright kids and cite the slow ones as horrible examples." In a psychiatrically well-run world this would never happen. The bright student usually has not only a good brain but a reasonably happy and stable family background. He needs no further help or praise. The backward student probably is suffering as much from trouble at home as from a poor mentality. He needs whatever help, reassurance and sympathy he can get. Unfortunately the school never gives him these things. Often he is a boy whose father actively resents him and perhaps beats him. He goes to school full of all the family tensions. Because his mind is elsewhere, he starts to fall behind. One of the first things to suffer is his reading. (Delinquents and criminals of all ages are notoriously slow and painful readers.) Once his reading lags, all his schoolwork begins to deteriorate. His teachers first urge him to do better, then start nagging him and wind up trying to shame him.

If only the adults around such a boy could realize it, every day is a torture. He wakes up, still full of his unhappy home problems, to face another day of failure and humiliation at school. Not for him are the teacher's smiles, the A grades, the honor societies and his name in the local newspaper. All he can expect from his teachers is a scolding or grim resignation and marks which will force him to repeat the whole shameful process in the same grade the following year among younger pupils who will regard him as an overage freak.

Such a boy, unwanted at home, a dismal failure at school, has to find some kind of success to satisfy his very human yearnings for prestige. Usually he finds it by getting into trouble. The New Jersey Diagnostic Center once examined a 17-year-old boy of below average intelligence who was brought in for trying to set his school afire, an incident which had shocked the respectable suburban community in which it happened. The boy was completely unable to explain why he had done it. Under hypnosis, however, the reason quickly became apparent. The boy said he realized he was stupid and had been working extra hard to try to make up for it. On this particular morning he had given the wrong answer to a question asked by his teacher. She had shaken her head in disgust and said, "Goodness, Johnnie, you ought to put in a little more effort." Leaving the classroom afterward, he saw some old dust rags in the corner of a closet, just waiting to be set afire. Without even realizing what he was doing or why, he had his revenge on the school that had hurt him.

What about the grownup criminal? Here the sociological and psychiatric schools of thought split a little more seriously than they do on the subject of juvenile delinquency. The sociologists believe that the adult criminal, too, is simply a product of the bad neighborhood, a slum-born juvenile delinquent grown up. A sociologist named Donald Clemmer who runs the District of Columbia correctional system has quoted in his book, *The Prison Community*, some typical letters written over the years to prison officials by the mothers of inmates:

"His father died when he was 5 years old. He never was very strong. But being a poor widow with two smaller children I could not give them all the care and nourishment they needed. . . ."

"My son was a social & good boy easy to get along with & had no what you would call Bad unruly ways when under my control. But after going away from home to work he finally got in Bad Company. . . . I all Ways have been a good Christian mother and I exs. to Die a Praying for My Son in hopes that he can soon be a free Man. . . ."

"Just a fue lines in Regard to Bill. He had an Invleid Father and I had to Work so hard being away from home nearly all the time

CONTINUED

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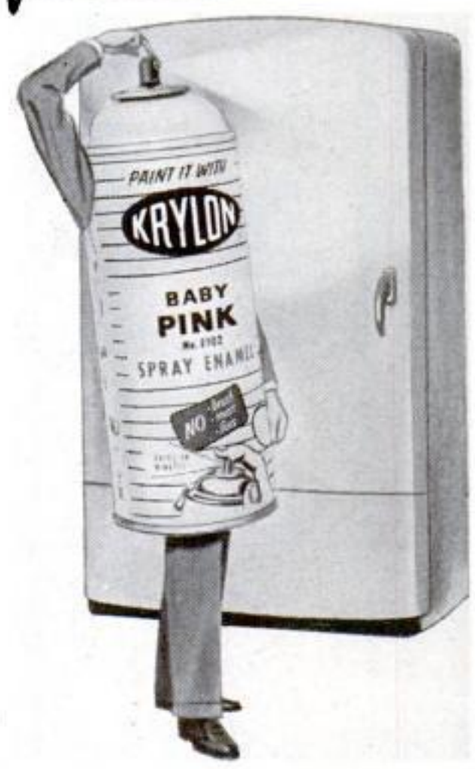
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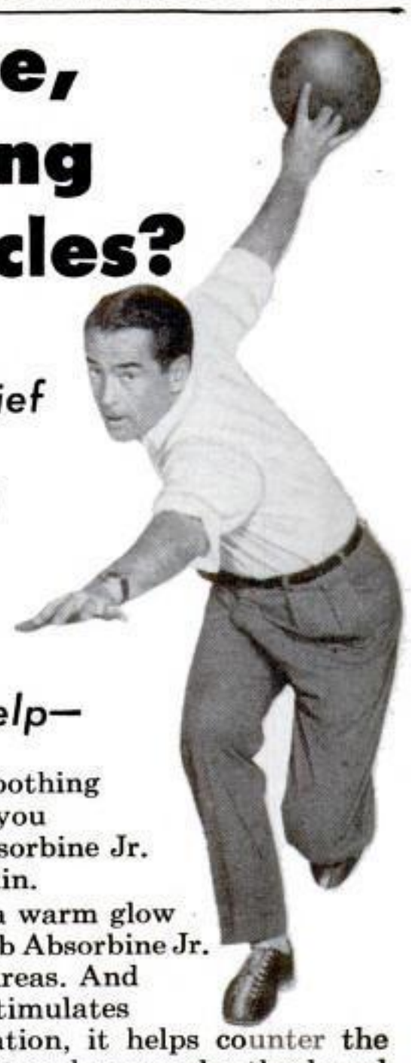
Beautify in minutes with

KRYLON Spray Paint

Covers practically any surface. No brush, no muss, no fuss. Dries in minutes. Long lasting, professional finish. In black, white, gold, silver, 15 other decorator colors, and Crystal Clear. Buy it at paint, hardware, automotive, art supply, radio-TV repair stores.

IF YOU PRIZE IT . . . KRYLON-IZE IT!

Sore, aching muscles?



Here's quick relief when weekend workout makes muscles cry for help—

You'll get soothing relief when you massage Absorbine Jr. into your skin.

You feel a warm glow when you rub Absorbine Jr. on painful areas. And because it stimulates local circulation, it helps counter the pressure that makes muscles throb and ache. Soothes irritated nerve endings.

Absorbine Jr. is famous for the wonderful relief it has given hundreds of sufferers. (Letters in our files tell us so.)

Buy Absorbine Jr. today. Not greasy, not sticky, it rubs in all the way! Guaranteed satisfaction or money will be refunded.

Guaranteed by Good Housekeeping

W. F. Young, Inc., Springfield, Mass.

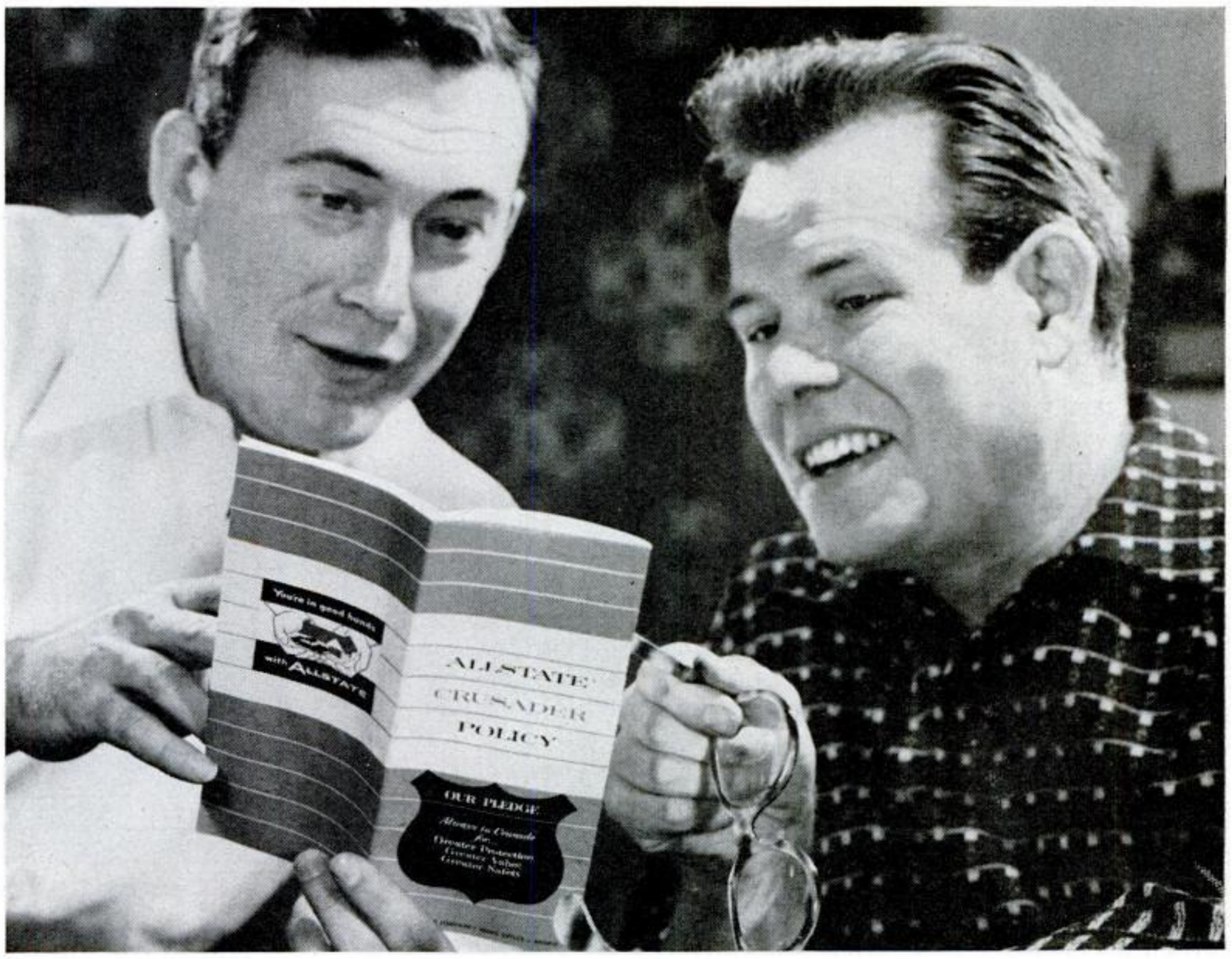
ABSORBINE JR.

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NO NONSENSE

about this auto insurance

How Allstate's easy-to-read policies, low-pressure selling and fast claim payments can save you money and give you quality insurance protection.



If you've been thinking that automobile insurance is too complicated and too expensive, you'll be interested in Allstate.

This is the company, founded by Sears, that operates on the same big-volume, low-overhead, quality-for-less principle that has made Sears famous for better values.

You know exactly what you're buying. Allstate writes policies in easy-to-understand language. Prints them in large type. Pictures help make everything clear.

Red tape is cut to pay claims faster. Allstate claims experts can often write you a check right "on the spot". There's no home office red tape.

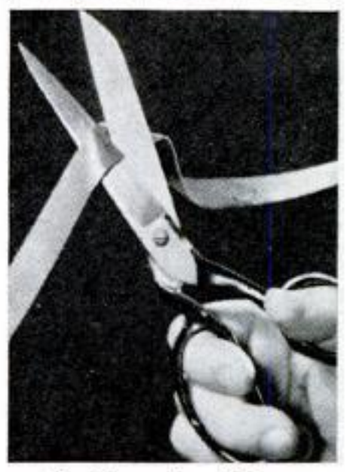
There are more than 3,950 full-time Allstate claims expediters in the United States and Canada—so help is near when you need it. This is the largest full-time salaried claims staff in the auto insurance business.



Allstate auto insurance is sold the low-pressure way—over the counter at Sears.

You may save money, too. How much you save depends on the state where you live and how you use your car. 22% savings are common, and some folks save as much as 38%, compared to the rates of most other companies.

In Texas, Allstate charges standard rates but has always paid a dividend (presently 15%) to eligible policyholders.



Red tape is cut to pay claims faster.

"Allstate—may we help you?" These are the first words you hear when you call us. More than a friendly greeting, they reflect our feeling toward our customers (nearly 4,000,000 of them) all the time... not just when we sell a policy.

Why not investigate Allstate's lower rates and better service? Drop into a Sears store, or an Allstate Insurance Center. Or look up "Allstate" in your phone book and ask an Agent to call. Remember, until you get the Allstate facts, you don't have all the facts about auto insurance.

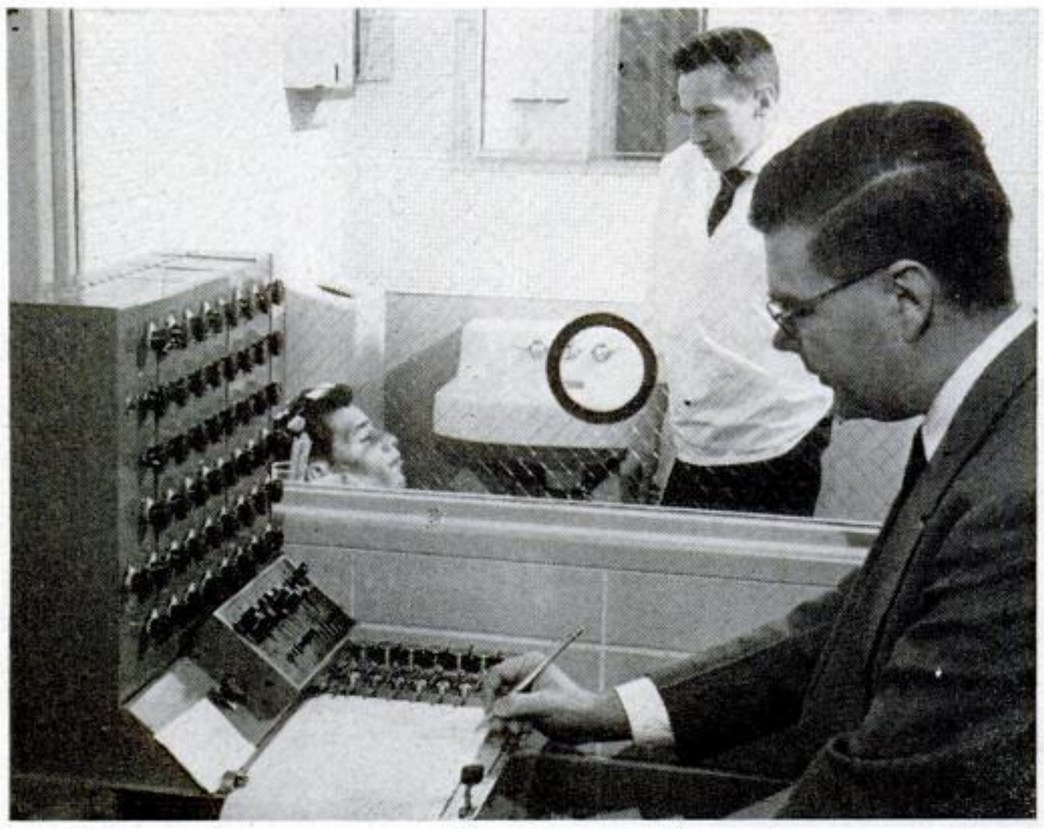
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PRE-PSYCHIATRY EXAM for prisoner-patients at Wisconsin Diagnostic Center at Madison determines whether there is physical damage to patient's brain. If there is, surgery, rather than psychiatry, may be indicated.

CRIME CONTINUED

to make a living and I Broke myself down and I had to keep Bill out of school to help me. . . . He lost 4 years off scholin the Children made fun of him because he was so back in his studies and I diden't have money to get him clothes Fit to wear to school. . . ."

As the sociologists see it, letters of this sort with their eloquent proof of family backgrounds of the most abysmal poverty and ignorance are explanation enough of what makes the criminal. Many prison psychiatrists, on the other hand, believe that even criminals from the most underprivileged families usually have a deeper psychological reason for their crimes. New Jersey's Dr. Brancale says that he has learned to mistrust any of the obvious explanations for crime. In his experience a gunman will say that he simply needed the money and figured he deserved his share of society's wealth. A man up for stealing his fifth automobile will say in apparently complete candor that he merely wanted to take his newest girl for a ride and had no intention of keeping the car. Some criminals swear that they only wanted to make a quick stake and then planned to go straight.

Dr. Brancale has seldom found any of these to be the criminal's real reasons. It is his opinion that the criminal is perfectly aware that crime does not pay in the economic sense, that it brings no material reward whatever. Under prolonged analysis, hypnosis or truth serum, the real reasons for the crime emerge and prove to be quite different. Invariably it develops that the crime did pay—in terms of giving the offender psychological satisfactions which he could not obtain in any other way. As Dr. Brancale puts it, "Crime is a dramatic setting in which the individual tried to work out his conflicts."

Almost always the roots of the crime lie in a devious form of hostility remaining from an unresolved childhood emotional problem, an old feeling of terror, weakness and rage preserved from the child's early relations with his parents. Some criminals express these hostilities directly in such acts as armed robbery, assault and murder. Others do it in more subtle ways, such as burglary or swindling.

Most burglars and swindlers have extremely mild and passive personalities in every other respect. Crime is their only outlet for aggression. Dr. Brancale knew one man who was constantly being hauled into court for passing bad checks, usually for amounts so small as to make no sense whatever from the economic standpoint. It developed that this man had been afraid of his father and had felt closely dependent on his mother, although even with her he suffered from a sense of rejection and the need to be loved. As a child he often retaliated by getting into trouble at school, an act which served the additional purpose of making his mother come to his defense and feel sorry for him. It further developed that almost every one of his check-passing sprees as an adult followed an argument with a girlfriend. He was simply repeating the pattern of his childhood and his relations with his mother, taking out his hostile feelings toward the girl by getting into trouble and at the same time hoping to move her to an outburst of sympathy and affection.

Often in mystery novels a normal and respectable citizen suddenly commits a murder, but in real life this never happens. Dr. Brancale was once asked to investigate a case in which an immigrant Polish

CONTINUED ON PAGE 165



Here's **Hi-Vi*** for '58 with a new sleek slender profile

HOTPOINT CUTS

New shorter 110° picture tube makes even last year's TV old-fashioned. For the first time, here are TV sets that won't stick out in the room like elephants.

Hotpoint's new Slender Profile is only 15" from front to back—up to 35% less than the two-foot depth of TV sets as recently as last year.

A new, shorter picture tube, just perfected in time for this year's Hotpoint TV models, has made this development possible. And this same "Mirrorbeam" 110° tube actually gives you a bigger picture with more brilliant performance.

See these exciting new Hotpoint TV sets at your dealer's today. Buy one, and enjoy Hotpoint's thrilling Hi-Vi performance in cabinets that fit in beautifully, anywhere in your home!

***Hi-Vi is Hotpoint's new concept in TV pleasure—a new high in vivid pictures up to 80% brighter, new high in vivid sound that surrounds and thrills. And for '58, Hotpoint adds its new high in vivid styling, the dramatic sleek, Slender Profile!**

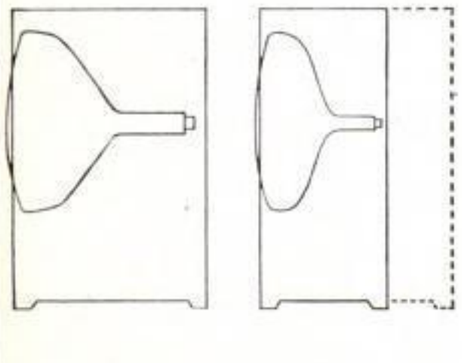
Hotpoint Hi-Vi TV

HOTPOINT CO. A Division of General Electric Company, 5600 W. Taylor St., Chicago 44, Ill.

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SLEEK NEW HOTPOINT TABLE MODEL in ebony finish is only 15" deep—really fits on a table! Loaded with outstanding new features, yet priced among the lowest. 262 square inches of viewable picture area. Shown: Model 21S406. This, and the Hotpoint Portable (below), were selected as outstanding examples of American design for the eleventh Triennale in Milan, Italy—world's most important international exhibit of industrial design, architecture and home furnishings.

A THIRD FROM TV BULK



LEFT: Old, long-neck 90° picture tube makes TV cabinets huge and bulky, hard to fit into room schemes.

RIGHT: New Hotpoint "Mirror-beam" 110° picture tube is shorter by far, means up to 35% reduction in cabinet depth of 1958 Hotpoint TV.

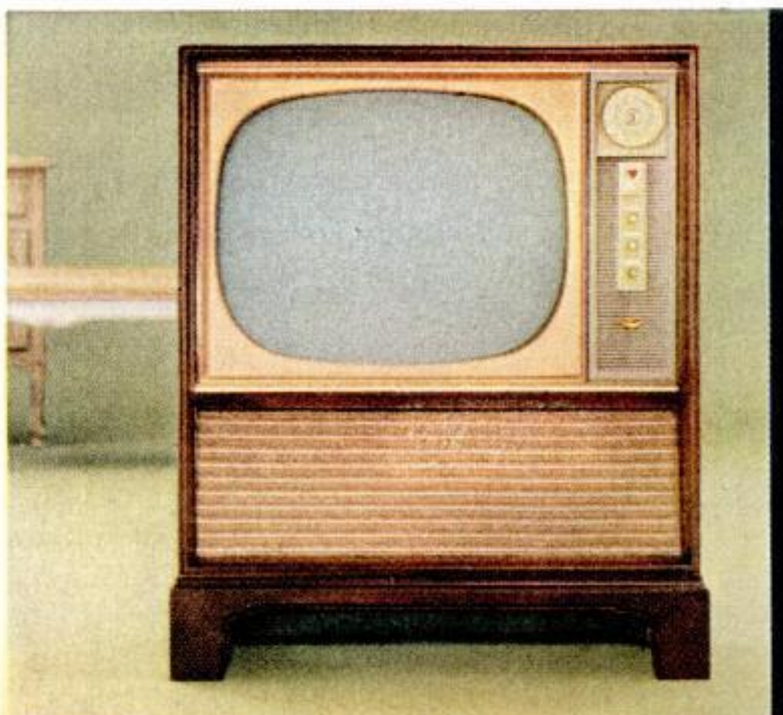






EXCITING NEW HOTPOINT FEATURES FOR '58—New MIRACLE MEMORY (left) brings in channels already fine-tuned! Touch Button Power Tuning! Front Speaker Table Models! 3 Hi-Vi SPEAKERS (center) in consoles. "Powertronic Chassis" vastly improves fringe area reception! REMOTE CONTROL (right) at no extra cost on Power Tuning Consoles, optional with Power Tuning Table Models! And these are only a few of the big, important new features in Hotpoint Hi-Vi TV for '58!

SLENDER HOTPOINT CONSOLE has "Miracle Memory," 3 Speakers, Remote Control at no extra cost. Mahogany or Light Oak finish. (262 square inches of viewable picture area.) Shown: Model 21S555.

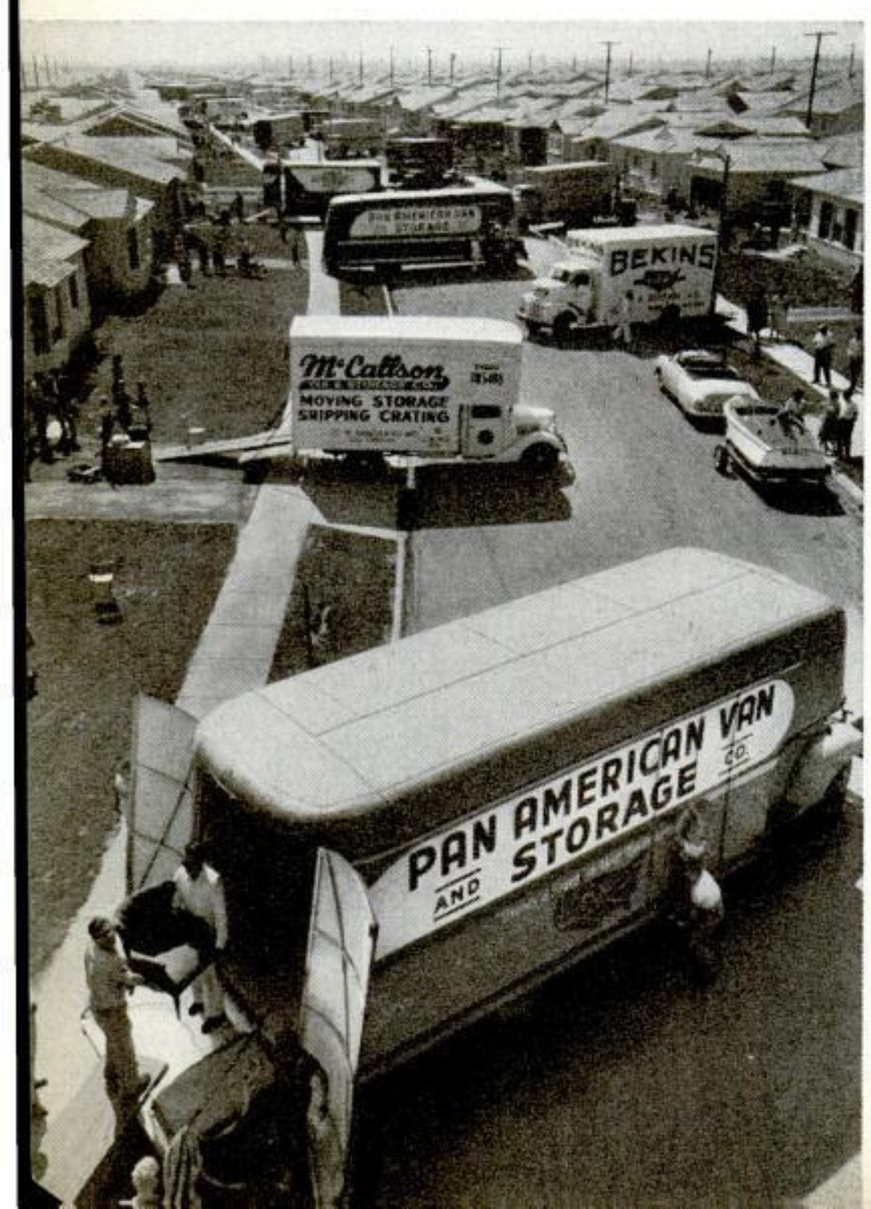


NEW HOTPOINT PORTABLE (14" over-all diagonal: 108 square inches of viewable picture area). One of 4 new Hotpoint Portables in 2 screen sizes. Less weight, bigger pictures. Shown: Model 14S206.



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How people respond to LIFE in and around LOS ANGELES



LOS ANGELES offers dynamic examples of how LIFE moves people to thought, conversation and action—in cities long-established or just born. For LIFE reaches 3 out of 5 Los Angeles households in a 13-week period, as it does in communities throughout the country.

With its fabled climate, Los Angeles is a fertile paradise. Children, citrus groves, factories swarm over an area three times the size of Rhode Island, including 6,000,000 people and 52 incorporated cities with 4,200 new citizens arriving every week.

Los Angeles has more of everything—more cars, swimming pools, heliports, religions, celebrities, tourists and beautiful girls.

It has many miracles of growth like Lakewood, 16 miles from the heart of Los Angeles. A bean field seven years ago, today it's a thriving city of 72,000.

But the most exciting thing about Los Angeles is that it's still growing. 600 miles of new freeways are planned . . . a 32-room schoolhouse will need to be built each week for 15 years. And LIFE will play an important role in Los Angeles' future, as it has in the past.

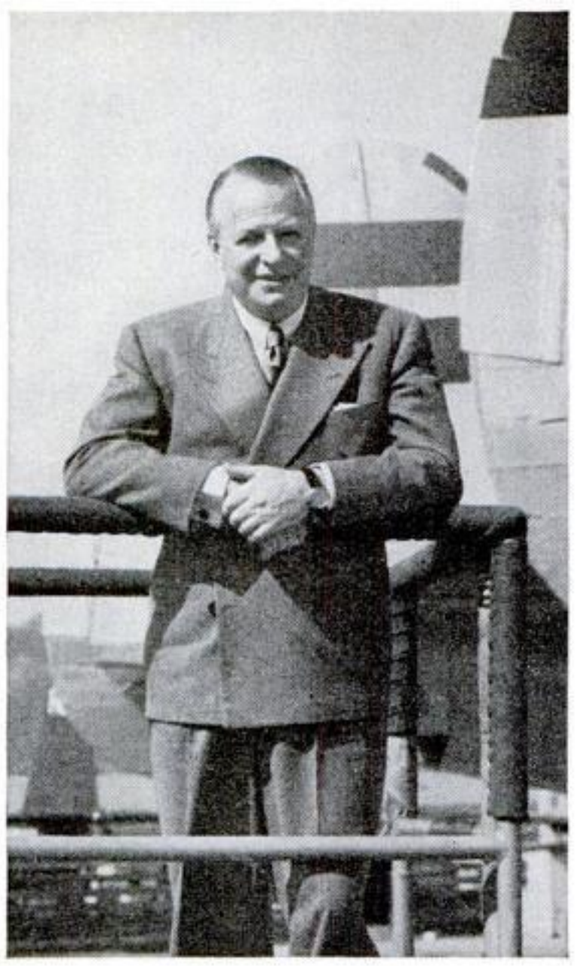
On these three pages are stories of Los Angeles residents who can personally testify that exciting things happen—and keep on happening—to the individuals, the businesses, the products that appear in the pages of LIFE.

LAKEWOOD "After LIFE's story, our city was really on the map," says M. Ross Bigelow, President Greater Lakewood Chamber of Commerce. "New families from every state headed for Lakewood as soon as they crossed the California line. It was famous before the city was completed. Even today, people still talk about the effect of that famous picture story."

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SANTA MONICA "Our thousands of employees have wide interests which LIFE reflects magnificently week after week," writes Donald Douglas, Pres. Douglas Aircraft Co., Inc. "We found LIFE's Aviation Issue especially timely, meaningful and reassuring."

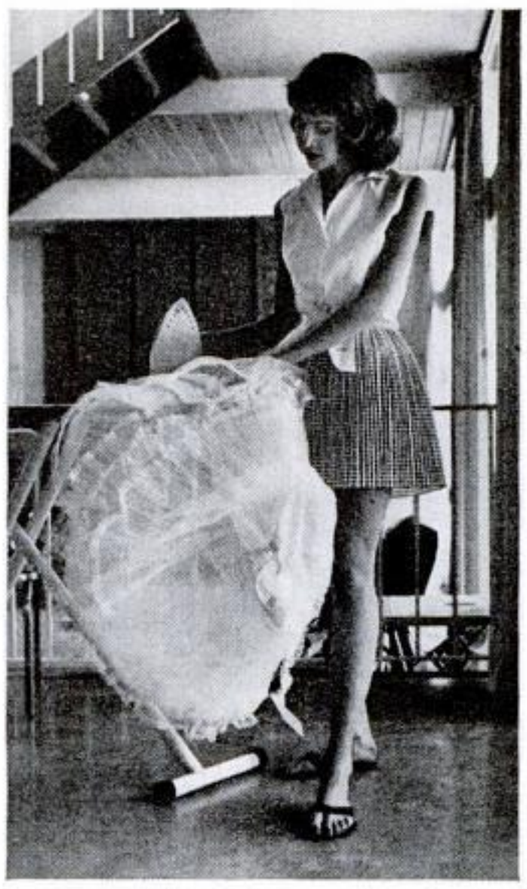


BURBANK "'The Growing Air America' showed the consistently fine job LIFE does in keeping the public informed on the growth and importance of aviation." Adds Robert E. Gross, Chairman of the Board, Lockheed Aircraft Corp. "We owe LIFE a deep vote of thanks."





INGLEWOOD Robert P. McCulloch, Pres. McCulloch Motors says, "The LIFE story showing our employees dining in the $1,000,000 Employee Recreation Center created an immediate rush of job applicants. It spotlighted our employee relations policies so powerfully that even today new applicants often say 'We read about you in LIFE and decided then we wanted to work here.'"



BEVERLY HILLS Model Chicki Stevens reports: "'Picture from LIFE' added great prestige to my modeling scrapbook. Job opportunities followed immediately. At least two TV commercials on major network shows were cinched by LIFE."

WESTWOOD "LIFE's coverage of U.C.L.A. and its fine arts program got action," reports Chanc. Raymond B. Allen. Congratulations poured in by wire, letter and phone.

"Faculty members heard from fine arts authorities all over the U.S. Prospective students, enchanted by what they saw in LIFE, inquired about enrollment. Newsstands in Westwood were cleaned out. It was a home run with bases loaded for U.C.L.A."

PANORAMA CITY "LIFE spurred this neighborhood center's fantastic development into a full-fledged regional center," comments Real Estate Developer Fritz Burns, shown below in his helicopter.

"Coincident with LIFE's recognition, we attracted attention of national chains. Retailers and banks considering locations in the growing southeast area jumped to Panorama City in a courageous move that helped pyramid this housing project into a suburban city of vital importance."







LOS ANGELES Wife of Los Angeles Times publisher, Mrs. Norman Chandler (far left) says, "Reactions to my story in LIFE continue in large volume. Women express a shared pride; one wrote, 'By your achievements you symbolize what women can be in the world today.'"

INGLEWOOD After LIFE's close-up of U.S. missile man, Maj. Gen. Bernard A. Schriever, requests for him to speak rocketed. He notes, "Most gratifying was the mail from youngsters asking about the program, wanting to take part in this work in the future."

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Los Angeles is perhaps the most dramatic example of a changing America where new-style "suburb cities" are growing at a phenomenal rate. LIFE is a vital force in these revitalized metropolitan areas.

LIFE's effectiveness takes on even greater import in the face of their expanding influence which overlaps that of similar "suburb cities" and embraces a great new concentration of population and purchasing power.

And as they continue to grow, LIFE's impact, too, will grow. For people everywhere respond—and keep on responding—to LIFE's memorable pictures, meaningful words and advertisements that make a deep and lasting impression.

LIFE **9 Rockefeller Plaza, New York 20, N. Y.**



ALHAMBRA-PASADENA-LONG BEACH The girl cyclist is wearing a new fashion introduced to the Los Angeles area by LIFE. An executive of J. C. Penney Co., Inc. reports on resultant sales of "Skorts," immediately after the LIFE story appeared.

"Our 43 stores in the area were besieged with customers. Alhambra received more phone calls for the item than for any merchandise ever promoted there. Pasadena sold its entire stock the day after the article—took 216 additional orders. Long Beach sold 85 dozen Skorts within a week."



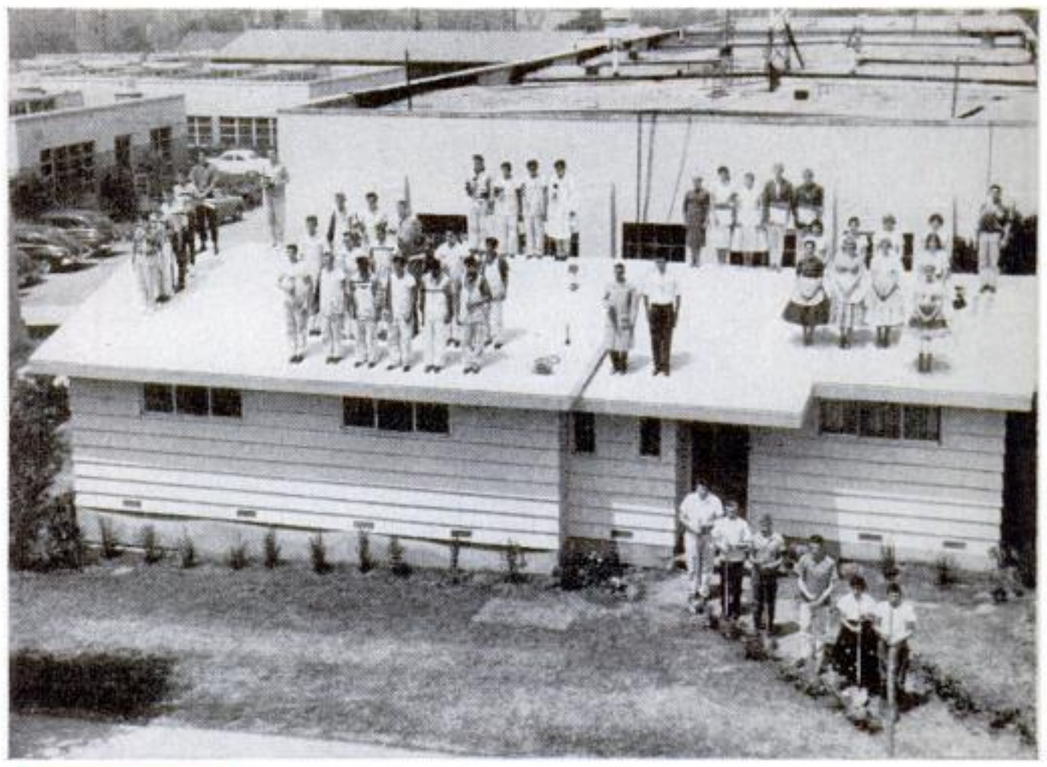
HOLLYWOOD Astrologer for Stars Carroll Righter had to buy filing cabinets to store the 20,000 letters he received after the LIFE article—some from as far as Pakistan . . . many needing translation.

"Stacks of mail came from South America, all registered. Three years later, I still get letters from people who read about me in LIFE."



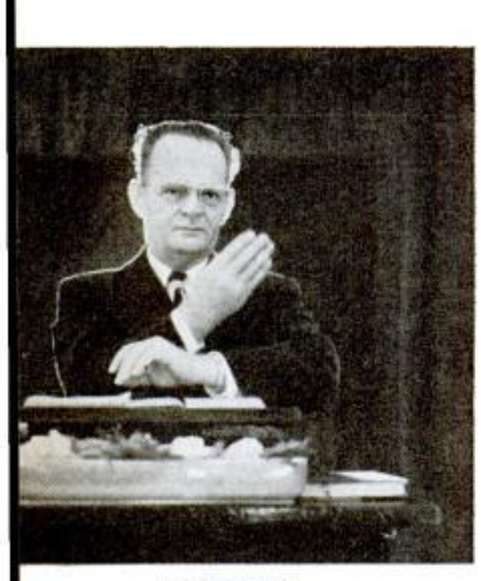
LONG BEACH Real effect of LIFE's "Pleasant Life of A Teacher in California" was felt six months later when George Geiger, Asst. Supt. Elementary Schools, made his annual trip to interview student teachers.

"In state after state they were 'pre-sold' on Long Beach as a great place to teach and live. They read, remembered—thanks to LIFE."



WHITTIER "Response to LIFE's story 'The House A School Built' took fascinating, unexpected turns," says Mr. C. H. Wennerberg, Dist. Supt., Whittier Union H. S. District.

"Mexican-American relations improved in this entire area. The District Attorney's office is using the article in discussions on prevention of juvenile delinquency. A copy went to our affiliated school in Germany to help set up a similar program. And we'll never forget that because of LIFE, we were able to attract and hire a greatly desired teacher from the Chicago area."



. . . POWER



. . . AND



. . . GLORY



. . . FOR



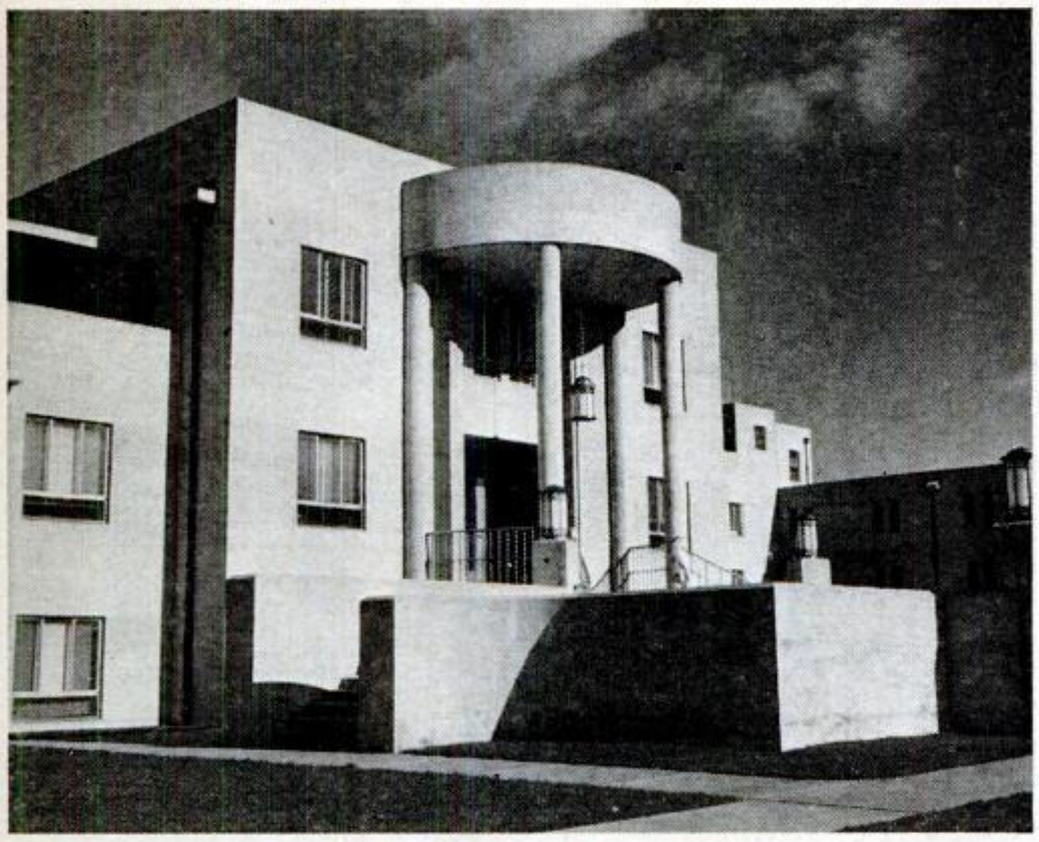
. . . EVER



. . . AMEN

LOS ANGELES When LIFE showed Rev. Clarence Landon, Pastor of the Deaf Baptists Church, speaking and spelling out the Lord's Prayer ("Grace in a Silent World"), response was miraculous. Writes Mr. A. Jackson Roddy, Supt. of Missions to the Deaf, "It is usually a long, tedious process to locate our deaf. Due to LIFE, Rev. Landon alone now has the names and addresses of 1,200 deaf people in his area." As interest has mounted, work is planned in a dozen centers (one sprang up spontaneously in San Jose, too). New ministers and a supervisor to handle activities have been added. "The deaf are deeply moved that LIFE would take this interest in them," Mr. Roddy continues. "Many acted, prompted by their emotions in seeing it. The part LIFE has played in the unprecedented advances in our work may not be fully known on earth."

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NEW JERSEY DIAGNOSTIC CENTER at Menlo Park is a foremost center for study of delinquency patterns. Established in 1949, it has a highly specialized staff which has examined 2,500 delinquents, 2,784 sex offenders.

CRIME CONTINUED

farmer, considered a model of honesty and industry by his community, got drunk one night and killed his wife and her brother with a shotgun. On the surface the case seemed like a perfect example of the completely random and unintentional sort of crime committed under the influence of alcohol.

But as Dr. Brancale dug deeper, a quite different pattern emerged. The man had arrived in the U.S. as a boy, quite cowed by his father, extremely devoted to his mother. Brought up on an Old World doctrine of extreme frugality and hard work, he slaved day and night to accumulate money. His first wife soon left him, unable to stand his jealousy, his preoccupation with money and his absolute refusal to do any of the more frivolous things that she considered fun. At that point he became quite depressed, lost a lot of weight and thought seriously of suicide. But within a year he perked up upon meeting the woman who eventually became his second wife. She was more his type: industrious, money-minded and the owner of a farm of her own. After their marriage they watched each other like hawks on money matters, each afraid that the other might cheat. The woman even began to make him pay money for her sexual favors. They quarreled frequently and he became terribly jealous of any man in whom she seemed to show the slightest interest. One night he fired a shotgun at their handyman, but this was passed off as an accident. Finally his wife decided to bring her brother in to help run the farm and to throw him out. In retaliation he got drunk and killed them both.

The deep roots of violence

THE important thing about this unhappy little tale, Dr. Brancale believes, is the proof it offers that the final act of violence, so unexpected by the community, actually had its roots deep in the past. It had been preceded by one other open act of violence, the glossed-over firing at the handyman, and beyond that went all the way back to a morbid childhood jealousy concerning the man's mother and his own prestige as an accumulator of money. The fact that the man was drunk at the time of the shooting really had very little to do with the crime, except that in about 40% of all crimes it is alcohol that brings out and releases the hidden psychological poisons.

Getting caught is frequently part of the whole unhappy game the criminal plays. Every criminologist has observed the strange phenomenon of the offender who would never have been caught had he not made some absolutely senseless mistake or left some obvious clue which insured his capture. Many offenders give themselves up of their own volition for crimes of which they have never been suspected. There seems to be no question that self-destructive impulses in the form of masochistic desire for punishment play a part in many criminal personalities.

If the psychiatric explanations of crime are correct, very little that society does today about crime and criminals makes any sense. If the criminal is driven by unconscious forces which are totally beyond his control, he cannot be deterred by fear of punishment. Apparently prison does not frighten criminals (more than 65% of the men in

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"His and Hers" Dental Care Offer!



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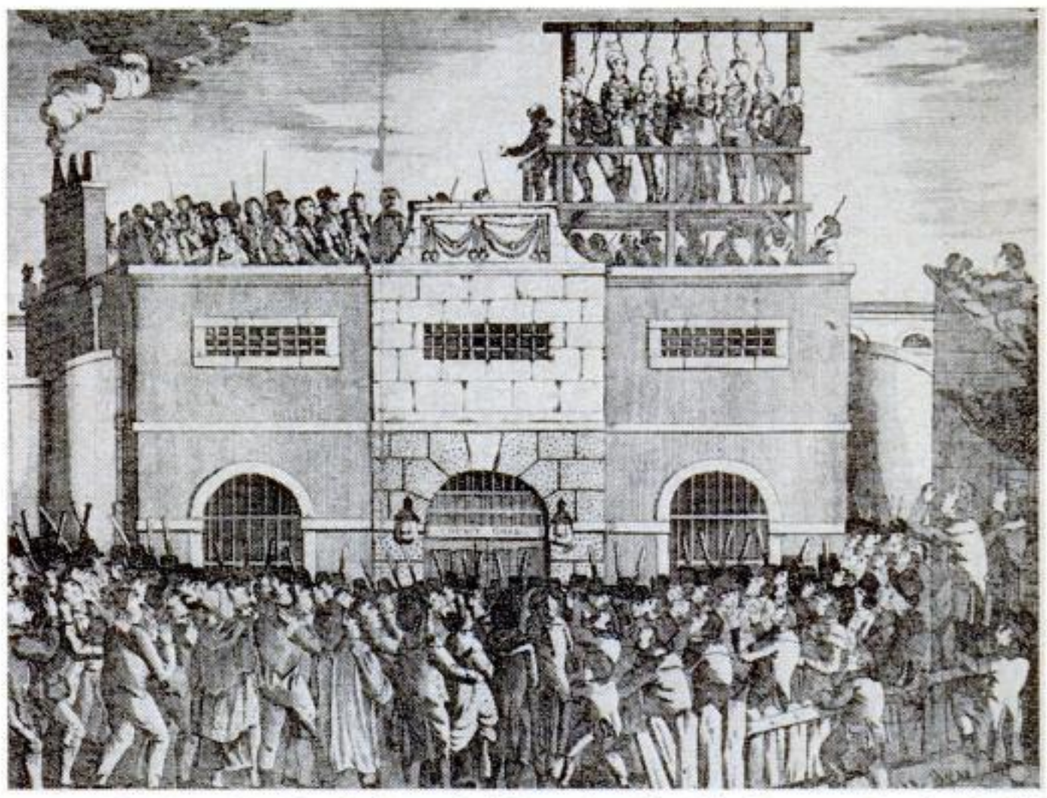


All-weather elegance...
unmistakably Alligator

There's an unmistakable elegance to this luxurious Alligator Weatherstyle coat, yours in a wide choice of rich, all wool tweed and Shetland style water-repellent fabrics. A remarkable value at just $34.75. Other Alligator coats, from all-weather outercoats to feather-light rainwear, $9.50 to $53.75. At better stores.

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ALL-WEATHER COATS

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PUBLIC HANGING, the fate of pickpockets in 18th Century England, did not discourage uncaught pickpockets who attended hangings to rob crowds.

prison are recidivists—that is, they have been there before) nor does even the prospect of hanging. The U.S. state which has executed the most murderers is Georgia, and yet Georgia continues to have the nation's highest murder rate, while four of the states with the lowest murder rate do not have capital punishment at all. England once got so annoyed at pickpockets as to punish them by a public hanging, but every time a pickpocket was hanged, other pickpockets plied their trade in the audience.

All sorts of statistical studies have shown that there is no correlation at all between severity of penalty and the rate of crime. A study made in Britain has shown that more juvenile offenders went straight when merely put on probation than when they were sentenced to be whipped. Another popular antidote for delinquency, punishing the parents who dare let their children offend society, was tried over a 10-year period in Toledo, Ohio. It was found to be completely ineffective in cutting down the delinquency rate.

If the prisons do not deter, do they at least rehabilitate? The theory behind most rehabilitation attempts in our prisons is that the criminal is likely to go straight if given the opportunity and encouragement, if he is provided with a kind word, an education, vocational skills and a job waiting outside the gates. This may help the people who got into prison strictly by the accident of a bad neighborhood and bad companions. It does not, as the rates of recidivism show, help all criminals.

Quarantine against danger

PERHAPS all the prison can really do is pull the criminal up short and quarantine him during the period when he is most dangerous to himself and to society. Many criminals mature psychologically while behind bars. They become more stable, they develop new satisfactions to replace those that only criminal activity had been able to give them in the past. When they leave the prison, they are far more likely to live within the law. But this may be a tribute strictly to the aging process, not to the prison itself.

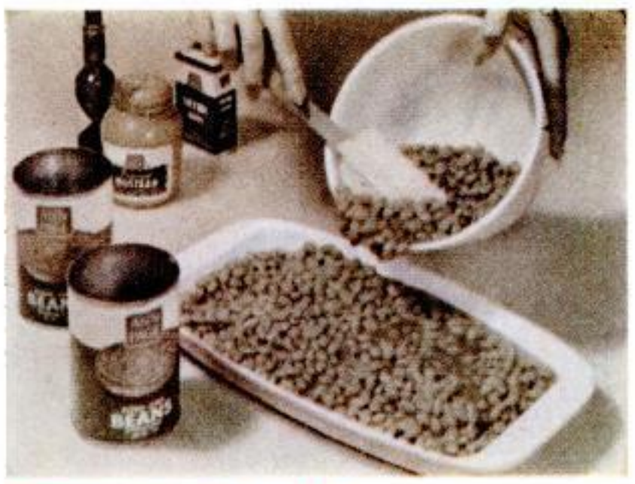
At any rate our penal system is anything but a major success at either deterring or reforming. The life history of the criminal shown in the drawings on pages 147–151 is a good example. This man was promptly "knocked off" by the law every time he broke the law. The prisons dealt with him over and over again. They did the best they could. They treated him with patience and care. At no time in recounting his life history did he complain of any cruelty or ill treatment in prison. On the contrary, he learned in prison to be a first-rate printer and could have earned a good living when he got out. Dr. F. Lovell Bixby, director of the New Jersey correction system in which this man has spent many of his years, has pointed out that the man's whole experience behind bars represents an almost perfect example of the fruition of all the prison improvements that the most optimistic reformer would have dared hope for at the beginning of the century. Yet at the age of 57 the man is still in jail.

One thing wrong with our penal system, from lawbook to prison, is the fact that it was never designed as a serious and thoughtful attempt to lessen crime, but only to punish it. Much of our penal

CONTINUED

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SET OVEN AT 400°F. Drain 2 1-lb. cans of Ann Page Beans (any style). Combine with 2 tsp. prepared mustard, ½ tsp. thyme, dash of tabasco sauce. Pour into a casserole.



CUT CONTENTS of one 12 oz. can of Luncheon Meat into 4 slices, cutting almost through. Slice an orange, cut slices in half. Place halved slices between meat slices; arrange remaining slices on beans. Stud top of meat with whole cloves.



PLACE MEAT in center of casserole. Spoon 3 Tbsp. of Orange Marmalade over meat and orange slices. Bake 20 minutes. Garnish with parsley. Makes 4 servings. *Cost of average serving 19¢ based on prices appearing in A&P Super Markets at press time.*

HEARTY HALF-HOUR DINNER!

In just 30 minutes . . . 10 to fix, 20 to bake . . . this short-cut special is ready to serve! Golden-glazed and bubbling, it's a sprightly blend of smoky, sweet and spicy flavors . . . wonderful for a busy-day dinner, so easy it almost "makes itself"!

The key to this zesty dish is Ann Page Beans. These savory ready-cooked favorites give it so much rich taste and hearty protein goodness, balance other foods so well. Discover the flavor magic of Ann Page Beans in this easy, tempting recipe!



ANN PAGE proves... *Fine Foods Needn't Be Expensive*

All Ann Page Foods are made of choice ingredients in A&P's own modern Ann Page food kitchens and sold to you in A&P stores, thus eliminating unnecessary in-between expenses. The savings made in this way are shared with you.

1859 A&P 1957
98th ANNIVERSARY

Among the other 33 fine foods in the famous Ann Page family are such favorites as: Preserves, Peanut Butter, Macaroni Products, Prepared Spaghetti, Sparkle Gelatin Desserts and Puddings, Tomato Soup, Ketchup, Spices, Extracts.

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Going places with the *Light* refreshment

SEEMS that modern, active people are always on the move, so it's hardly surprising they've streamlined their eating habits, too. Lighter, less-filling food and drink keep their figures trim and their spirits flying.

Today's Pepsi-Cola travels right along with this trend. Reduced in calories, never heavy, never too sweet, it's the modern, the *light* refreshment. When you're going places, always say "Pepsi, please." Refresh without filling!

Pepsi-Cola

refreshes without filling

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code was conceived and adopted in a spirit of blind revenge against the people who dare transgress against society. Like the British who became annoyed at pickpockets, we tend to pile on the punishment for any crime that particularly annoys us at the moment. Thus Congress in 1956, in a wave of revulsion against the dope traffic, provided such stiff penalties that a third conviction for illegal possession of marijuana now carries as long a sentence as plotting to overthrow the government by force.

If anything, our whole penal system probably only makes it more difficult to redeem a person who has strayed. The fact that he has strayed means that he has less ability than the rest of us to keep on an even psychological keel and get along under the rules of society. But the minute he strays we subject him to additional psychological pressures. He is a marked man. The police have his name in their files and are going to keep an eye on him. He will have a harder time getting a job than the average man. His employer will regard him with suspicion. If anything goes wrong anywhere near his immediate vicinity, he will be called in and made to prove that he was not responsible.

Sad to say, it is easier to point out what is wrong with our present penal practices than to suggest better ones—easier to diagnose than to prescribe. To a considerable extent crime is doubtless a product of the slums, as the sociologists have so clearly established. But the slums themselves are largely a product of the law of natural distribution, which decrees that a substantial number of people in every generation will be stupid or incompetent or unable to help themselves. To a considerable extent crime is also a psychiatric matter, but how can society provide the treatment? Where are the psychiatrists to come from, and who will pay them? And besides, since psychiatrists are nowhere near 100% successful in treating even their most earnest and eager private patients, suffering from the most minor psychological aberrations, how much luck could they possibly have with a stubborn, recalcitrant and deeply disturbed group like the men in Alcatraz?

As a beginning, many criminologists believe that the penal code should be completely revised to provide an indeterminate sentence—with no ifs, ands or buts—for all crimes. This would conform to the theory that a man who commits a relatively minor crime like exposure may be so disturbed mentally as never to be able to function in society again, while a man may commit a particularly shocking murder and yet be a good risk to become a perfectly decent citizen in the future. What is important, in terms of future conduct, is the individual character and psychology of the criminal, not the nature of his crime. This cannot be determined by legislative action, nor by a judge or jury in the courtroom. It can only be determined through close observation by men of science specifically trained in such work.

The ideal prison system

MANY criminologists believe further that most penal institutions should be made much smaller and should have a higher ratio of staff to inmates so that the inmates can receive far more individual attention than they get now. Dr. Bixby believes that the ideal state prison system would have only one conventional prison with thick walls and heavy bars for the most dangerous prisoners who have to be kept under maximum security. In addition it would have a large hospital for the criminally insane and another semi-hospital for criminals who are not actually insane but who are considered unusually explosive and unstable. These men would receive a great deal of psychiatric treatment but would work at jobs rather than remain in a sickbed. All other prisoners, the great bulk of them, would be kept in fairly small "open" institutions with a minimum of custodial care and a maximum of treatment and rehabilitation. This sort of program sounds expensive but in fact might not cost as much as today's institutions. The conventional prison is extremely costly to build and to operate. In smaller and more informal institutions with less plant and overhead much more professional care could probably be provided for the same amount of money.

New Jersey has already had considerable success with one small informal residential center for boys housed in Highfields, the former Charles Lindbergh home at Hopewell, N.J. About 20 boys, sent there on probation, live at Highfields under the supervision of two sociologists, a secretary, work supervisor, maintenance man and cook—one staff member for every four boys. By day the boys work at a nearby state mental hospital. In the evenings they meet with the head sociologist, Albert Elias, for a group discussion of the problems that led them to Highfields and their chances of doing better in the future. Under Elias' expert guidance the group discussions eventually get into such deep aspects of personality as to amount to a form of intensive group psychotherapy. It costs only about $450 to send a boy

CONTINUED

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BUY 2 for $1.29 AND SAVE 24¢ TRY FREE!
LOOK FOR THIS DISPLAY AT DRUG COUNTERS!
You get 2 famous Dr. West's Germ-Fighters . . . they fight germs for up to 4 months in use . . . PLUS your choice of one of 3 leading dentifrices. Regular $1.53 value for only $1.29!
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GLEEM Tooth paste
NO FINER FIT AT ANY PRICE
You may be paying more. But . . . are you getting more? Are you getting Bestform's rich detailing, its luscious fabrics . . . its really marvelous fit? Try Bestform the next time you shop. You'll have to agree: even if you'd paid much, much more . . . you couldn't look lovelier!
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GIRDLES AND BRAS

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He'll end up with Spalding—why not start him there?

Just about every boy who plays neighborhood, high school or college football ends up playing Spalding equipment. That's because coaches and players alike go for the value and safety of Spalding equipment.



Spalding "Varsity" Football. This all-new rubber-covered football is made with a new compound for better visibility, greater handling ease and pebble retention. Features new wound construction for permanent shape. Official in size! #383. Price, $7.85.



Spalding Tenite Helmet. Exceptionally strong one-piece molded tenite shell, leather lined, rubber padding at forehead and back. No-Shock Vinyl cheek pad. Tenite face-protector bar guard attached. A terrific boy's value! #3173. Price, $7.45.

Your Spalding dealer can show you a complete line of Spalding football equipment, top values in every price range. All Spalding merchandise is unconditionally guaranteed.

SPALDING
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GROUP THERAPY is practiced at Highfields, state residential home for boys near Hopewell, N.J., when young offenders discuss problems together.

through a four-month course at Highfields, and repeated surveys have shown that only about 20% of the Highfields graduates ever get into trouble again compared to 60% of boys of exactly the same background sent to other institutions. The state has now appropriated the money for a second institution of this type, and Dr. Bixby would like to see the same idea extended to offenders in other age groups.

Perhaps the best opportunities of all lie in prevention. On the sociological side promising pioneer work has been done by the Chicago Area Project in changing the atmosphere of delinquency areas. As yet nothing much has been done along psychiatric lines. The psychiatrists working in the field believe, however, that as word on the psychological aspect of the crime problem begins to spread, all the social institutions dealing with the child—especially the public schools—will begin to do a much more realistic job of spotting and helping the incipient delinquent. A large amount of crime will be nipped in the bud.

It must be remembered that the whole science of criminology is still young. In the U.S. the first trained sociologists began to study crime less than 50 years ago, and the first psychiatrists got into the penal system less than 40 years ago. Much of the pioneer work has been handicapped by lack of public support. Until the sociologists and psychiatrists began to show that crime was the natural outcome of certain social and psychological forces, the criminal was generally thought to be a kind of unworthy and repulsive animal whom we could perhaps not in good conscience exterminate (except for the most heinous crimes) but should try to lock up as far out of sight as possible for as long as possible. We have come a long way from this primitive outlook, and Dr. Bixby was probably not being too optimistic when he recently wrote of delinquency and crime: "I believe that it can be understood by the public as well as mental illness and mental deficiency are understood. When some of the stigma is removed and the natural causes generally recognized, we can get ahead much faster with preventive and curative efforts."

IN NEXT WEEK'S ISSUE:

A DIFFERENT KIND OF CRIME

The first instalments of this series discussed crime in its familiar aspects—the kind of crime that goes with violence. The last instalment will take up a very different, vitally important and even more delicate area, the field of the white collar criminal who operates almost within the law. This is the kind of crookedness that everyone rubs shoulders with . . . that has been called "crueler than violence" . . . that has its own hierarchy of "grifters," "takers" and "dynamiters" . . . that robs citizens of billions and undermines the moral fiber of the nation.

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Wash your hair with color!

5 Color-Tone Shampoos add natural color—without permanent dyes

HELENA RUBINSTEIN'S exciting new COLOR-TONE SHAMPOOS bring out the natural, bright, young tones your hair was meant to have.

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Millions of women get the lively hair color they love with new COLOR-TONE SHAMPOOS. *You* try it too.

Blonde-Tone makes a blonde more so, adds gold to light brown hair. *Red-Head* plays up the flame, gives brown hair a chestnut look. *Brunette-Tone* gives dark hair dazzling warm depths. *Silver-Tone* adds shimmer to gray, white, ash blonde hair, corrects yellowing. *Brown-Glow* brings out red-gold lights in brown hair.

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Today... the World's Best Cheese comes from the good old U.S.A.!



Eugene Ertle, Executive Chef, United Air Lines and National President, the American Culinary Federation, says:

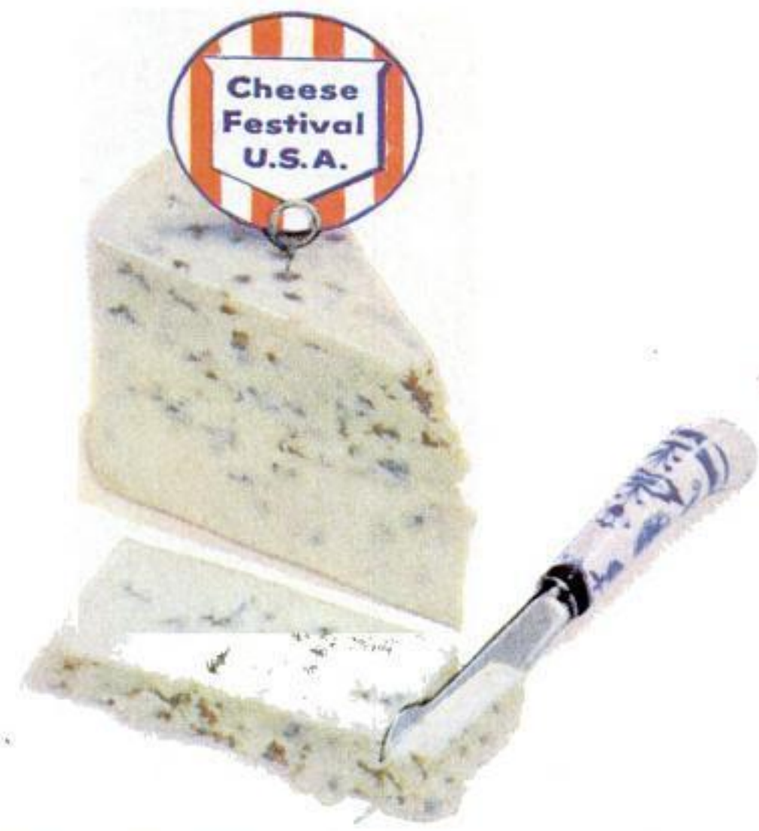
"I learned my business in famous hotels of France and Germany where cooking is an art. The cheese produced in America is as fine as the best products of the old world."

How many of these fine cheeses have you tasted?

Why not get several kinds of cheese next time you shop—each with its own distinctive and delicious flavor!

There are so many *ways* to enjoy cheese—in sandwiches, in salads, in soups, in casserole dishes, in sauces, as a garnish—and of course as "cheese 'n crackers."

So many *times* to enjoy cheese—as a snack, for lunch, as an appetizer, and to top off a good dinner. Cheese is great food anytime, and it's high in protein.



BLUE CHEESE—This richly flavored, aged cheese is America's exciting version of the famous blue veined cheeses made in a number of European countries. Creamy white, semi-soft with blue veining. Pleasantly sharp taste. Adds flavor to salads, and is delicious with crackers.



CREAM CHEESE—Today's domestic version has all the delicate and charming flavor of the famous original old world cheeses. Made of cream or cream and milk. This mild cheese is best liked in America in sandwiches, spreads and salads. Most popular of all soft cheeses.



SWISS CHEESE—Now made in America and many other countries besides Switzerland. The mild, nut-like flavor is most difficult to produce—and experts say the "U. S. Swiss" is one of the best made. Firm and easy to slice—perfect for snacks and sandwiches. Try cooking with it, too.



GOUDA OR EDAM—These bright cheery cheeses with the red coat are named for the Dutch towns where they originated. Now made superbly in the U.S.A. Pleasantly mild, with a subtle flavor, that goes well in salads and as a dessert cheese with fruit 'n crackers. Adds color to a "cheese tray."



PROVOLONE—Originating in Southern Italy, now made in the U.S.A., it is an epicure's delight. Has a smoky, "different" taste that is a real treat. A firm, light-colored cheese, it is hung on ropes for smoking and aging. Good in slices with beverages, and with fruit and crackers for snacks or desserts.

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CHEDDAR CHEESE—Here's America's Favorite Cheese!

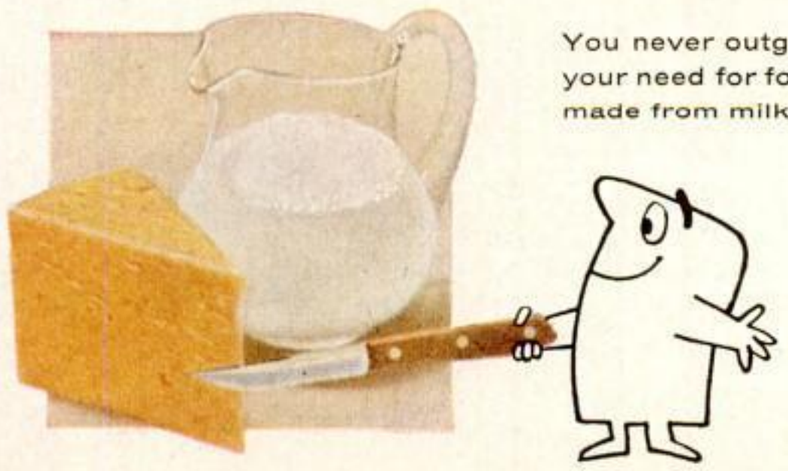
Cheddar is named after the village of Cheddar in England—and has been made in the U.S. for hundreds of years. Generally called "American," it is a firm cheese ranging in color from nearly white to yellow-orange and in flavor from mild to very sharp, depending on the aging. There are many ways to enjoy Cheddar—in casserole dishes, soups, salads—for cold snacks with crackers—and it's *wonderful* in sandwiches!

AMERICAN DAIRY ASSOCIATION • Chicago

Representing the dairy farmers in your area

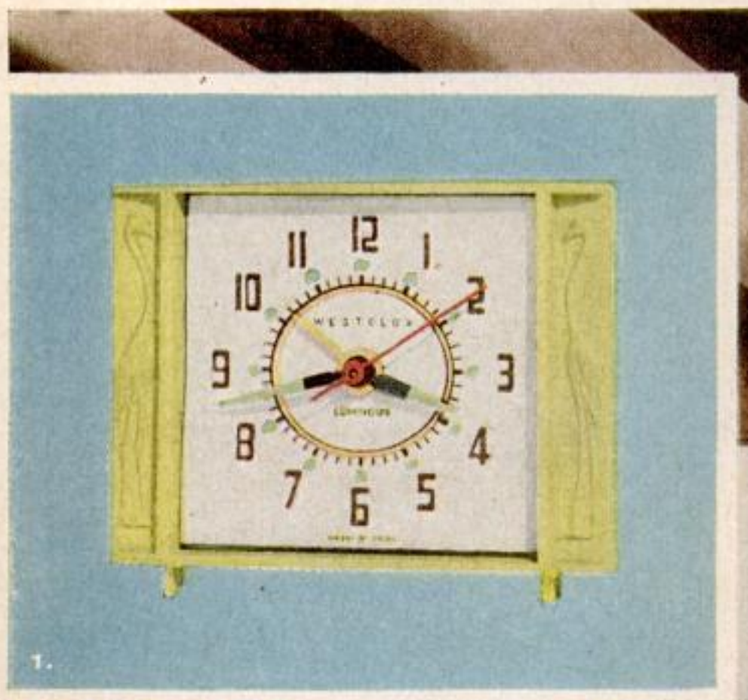
See "The Perry Como Show" on NBC-TV

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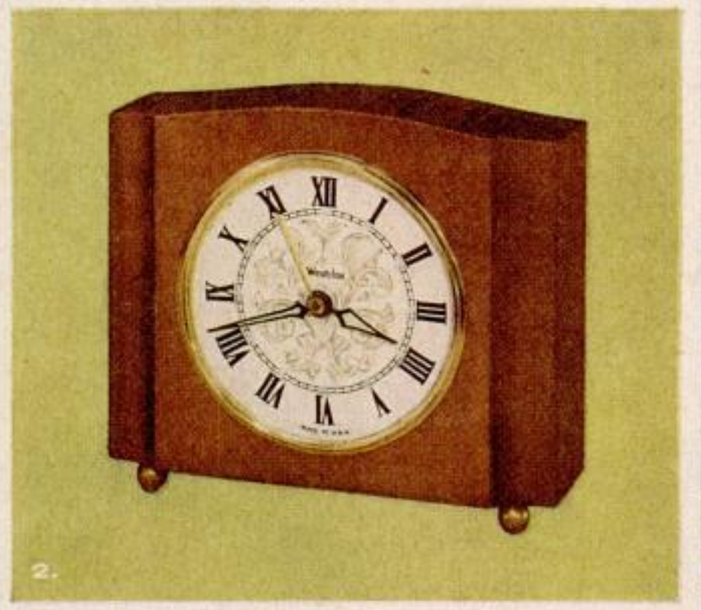


You never outgrow your need for foods made from milk.

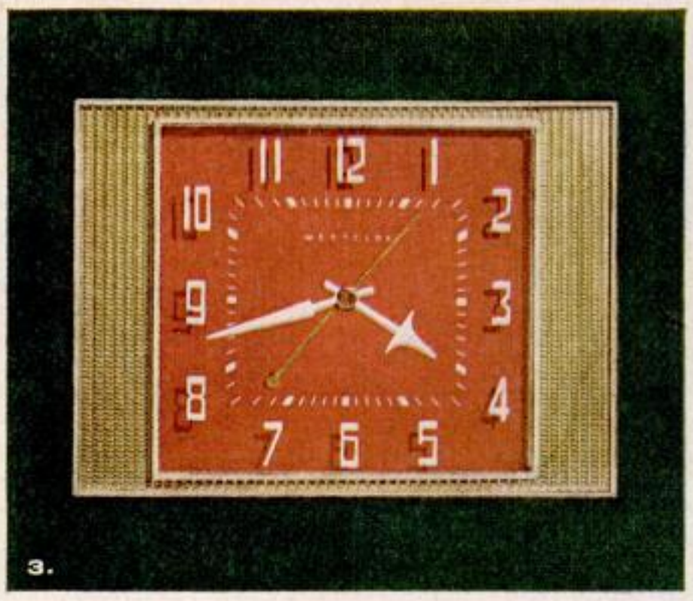
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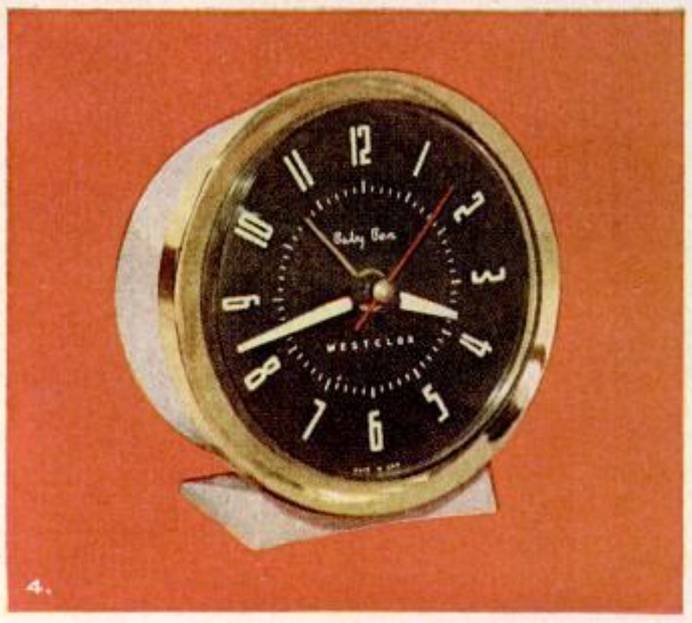
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1. TIDE. Exceptional value in an electric occasional clock. Small, beautifully designed with graceful flamingo motif. Insistent alarm. Yellow or pink with luminous dial, $4.98. Ivory, plain dial, $3.98.

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3. GLENDALE. Brand new idea—a two-way clock! Mounts on wall or stands on own base. Egg-shell white case; dial in red, charcoal or turquoise. Excess cord is cleverly concealed. $6.95.

4. BABY BEN. New electric version of the world's favorite little alarm clock! Pink, beige or light jade green with gold-color trim, smart cone shaped crystal. $6.95. Luminous, a dollar more.

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MICHIKO WEARS SLIT-TO-HIP DRESS IN POSTERS

The Tokyo Calypso

JAPANESE IN U.S. SINGS WITH BILINGUAL SWING

When Michiko Hamamura, the toast of Japan's teen-agers, turned up in the U.S. last month it became perfectly clear why she causes all that tumult in Tokyo. On the TV premiere of *The Big Record* (CBS-TV, Wednesday, 8-9 p.m. EDT), the 19-year-old brunette made a fine first appearance in the U.S. singing her Japanese hit record version of *Banana Boat Song*. Wearing a skintight pair of velvet toreador pants, she snapped her fingers and shifted her hips to the calypso beat as she sang the song both in English and Japanese.

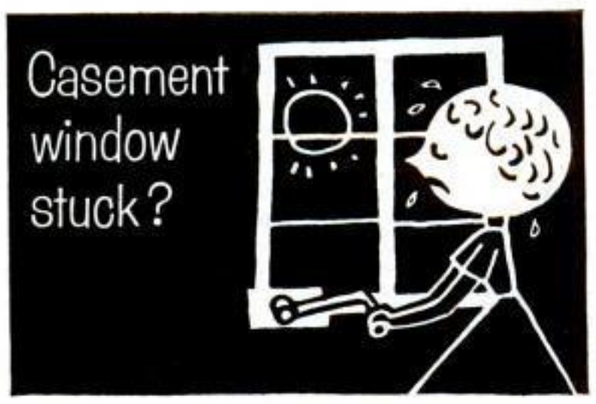
Michiko had come to New York to appear on the show and record some American songs. In Japan, where she has her own TV shows, packs of teen-age girls follow her every move, affect her sultry manner, copy her almost waist-length hairdo and wear eyebrow pencil on their lips the way she does. Her male fans now content themselves collecting her posters (*above*), swiping them from billboards as soon as they go up. Michiko left for home after a short visit here but a couple of other Japanese entertainers are carrying on in the U.S. (*page 178*).

SINGING HER HIT *Banana Boat* on TV, Michiko throws off her kimono, stands in her toreador garb.

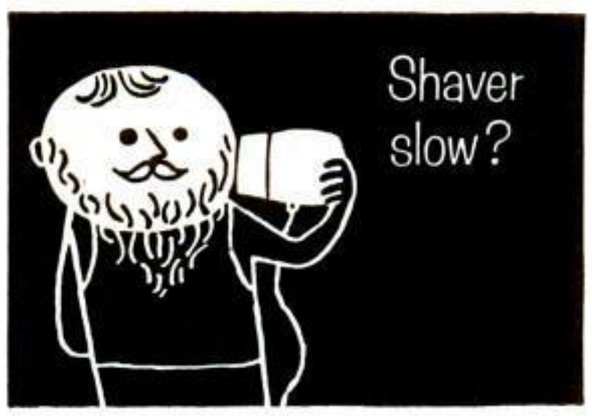
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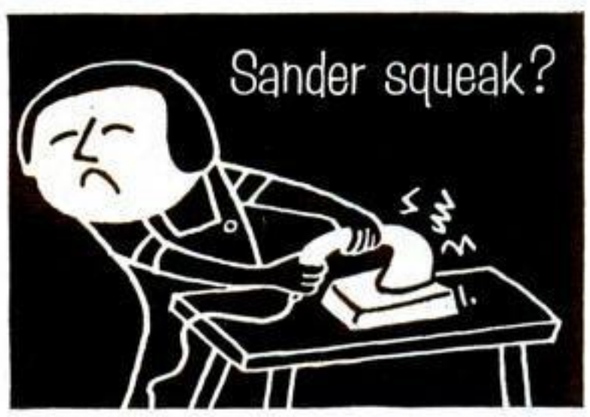
FIX-IT TIPS with "3-in-One" oil



Oil crank and hinges with penetrating "3-in-ONE." Frees things fast. Prevents rust. And the lubrication lasts and lasts.



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Keep guns in condition with a coating of "3-in-ONE" oil. Contains rust-inhibitor. Won't gum up.

Keep things moving with

"3-IN-ONE" OIL



New handy spray can for hard-to-get-at places.



NERVOUS AT A RECORD SESSION for RCA Victor, Michiko waits cue to sing *What Is This Thing Called Love,* which she learned phonetically.



BEAMING AT A DISK JOCKEY, she meets radio station WMGM's Jerry Marshall. Interpreter (*left*) helped Miss Hamamura, who speaks no English.

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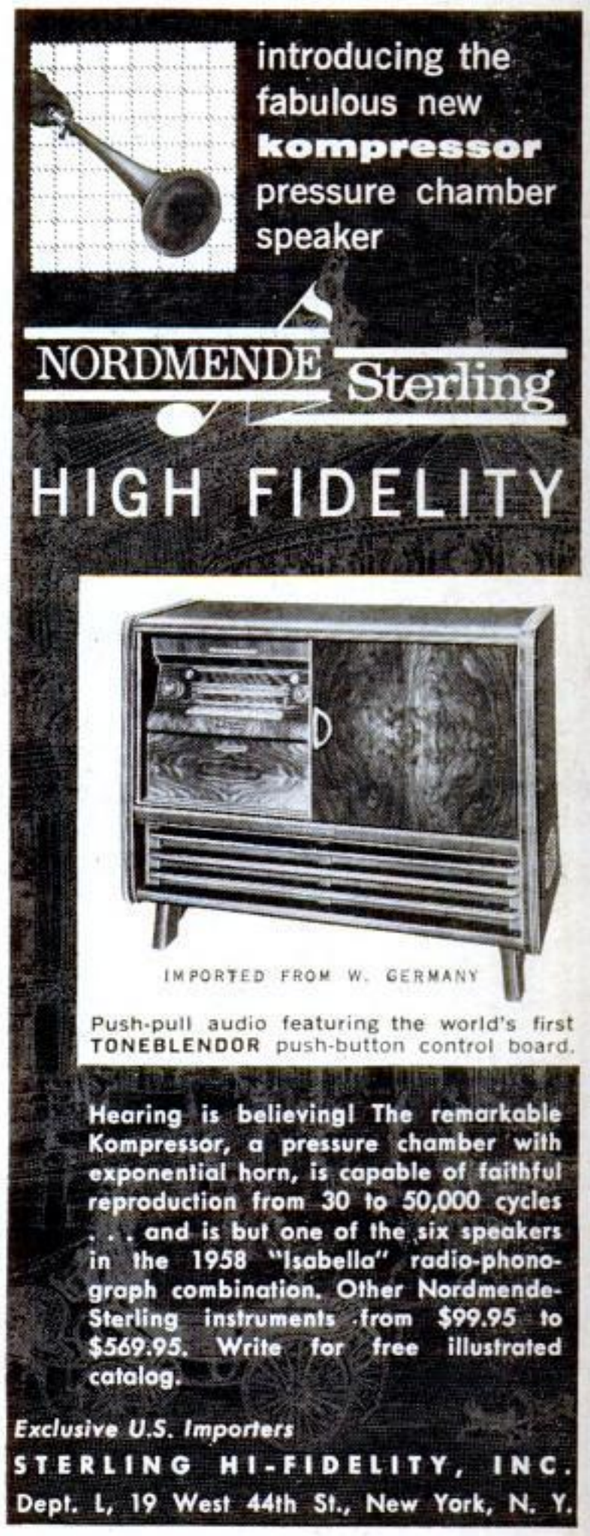
Rub on new Musterole—feel better fast! Amazing pain reliever, GM-7 (glycol monosalicylate), plus stimulating oil of mustard speed warming "baked heat" comfort to cold's aches, muscle pain, sprains and aching back. The only rub in 3 strengths, Regular, Extra Strong, and Child's Mild. Save on large size tubes.

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World's Largest Selling Medicated Family Powder

Clinical tests prove that Mexsana prevents minor rashes, shoe rub, baby's diaper rash. Pure cornstarch base absorbs moisture; special ingredient destroys skin surface bacteria! 39¢, 79¢, $1.29 at drug counters everywhere.





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Try a few cigars yourself . . . see how much more enjoyable life becomes. No other pleasure so great costs so little.

Today, every day - relax, enjoy life



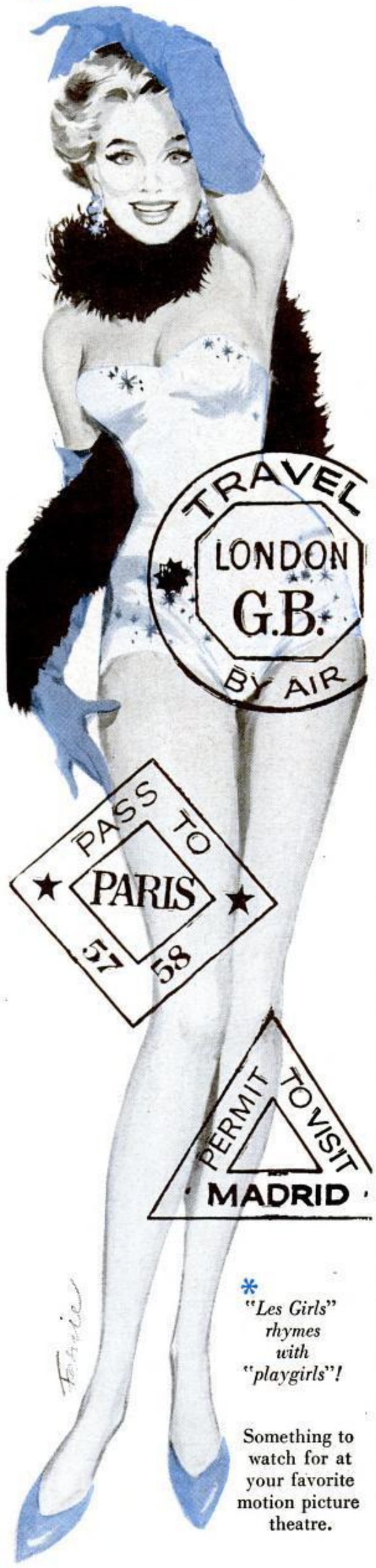
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It's a passport to pleasure

JOIN "LES GIRLS"* AND SEE A WORLD OF ENTERTAINMENT!



*"Les Girls" rhymes with "playgirls"!

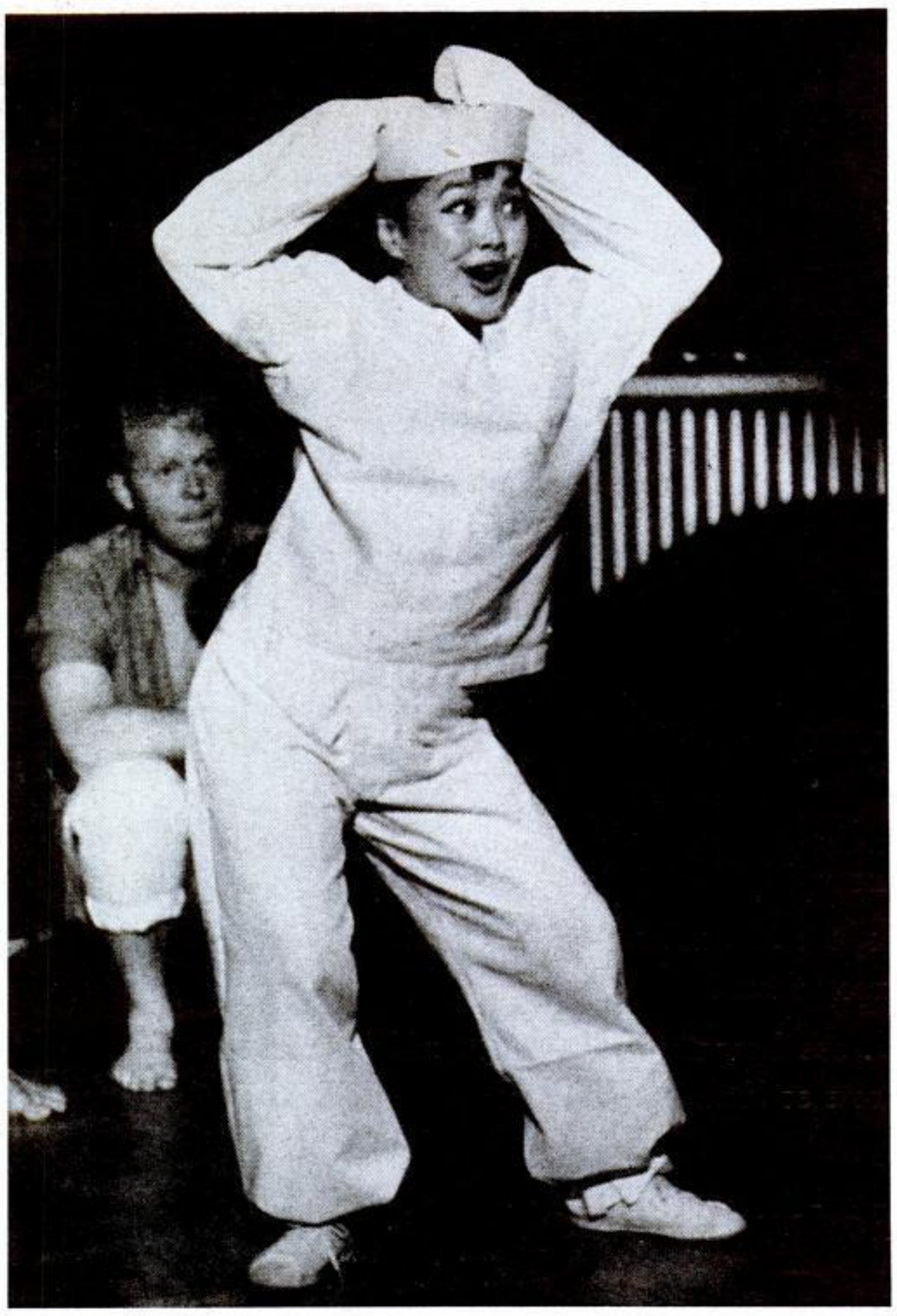
Something to watch for at your favorite motion picture theatre.

Other touches of the Far East

Two other Japanese girls had established their mastery of U.S. music before the handsome Miss Hamamura made her way here. At Manhattan's Hickory House 27-year-old Toshiko Akiyoshi from Tokyo was drawing packed houses of modern jazz fans with her piano improvisations of American hits and her better work with her own compositions, *Kyo-Shu* (Nostalgia) and *Blues for Toshiko*. In Seattle's Colony Club, 22-year-old Pat Suzuki, a bouncy Nisei, was singing and dancing her way expertly through memorable Broadway show tunes.



PIANIST IN KIMONO, Toshiko smiles self-approvingly as she plays. In Japan she studied Teddy Wilson records, played with a U.S. Army dance band.



SINGER IN SAILOR SUIT, Pat Suzuki shouts way through *South Pacific*'s *Honey Bun*. She has made records and sung with Lawrence Welk on TV.



"Take me with you" says 'Chap Stick' to youngsters on the go. "I'm fun to use in my new swivel case that turns up as you need it."

And Mothers, your children *do* need 'Chap Stick'. Its daily use keeps young lips soothed and smooth. Its tried-and-trusted formula works wonders for lips that are weather-rough, cracked or sore. 'Chap Stick' is specially medicated, antiseptic, and so convenient for the pocket. It's America's leading lip balm and outsells all others combined.

Remember, there's a Personalized 'Chap Stick', individually marked for each member of your family.

Turns up in a jiffy



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PUTS ALL THE FIZZ WHERE THE TROUBLE IS!

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Hanes Fig Leaf Briefs won't bind

No more jousting with briefs that bunch and bind. There's extra material in Hanes Fig Leaf briefs where you'll appreciate it most—at leg openings and in the seats. In fact the seats have a double panel that gives you added wear, twice the comfort. There's heat-resistant elastic in the waistband and the leg openings. All this, Sir Knight, for **only 95¢ to $1 for men, 69¢ for boys.**

MORE GREAT BUYS	for men	and boys
Nylon-reinforced T-shirts	$1	75¢
Seamless-seat Givvies shorts	$1	69¢ to 75¢
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GET MORE THAN YOU BARGAINED FOR... GET HANES

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AT THE MANHATTAN CHESS CLUB ROBERT FISCHER, 14, TAKES ON A GROUP OF SENIOR MEMBERS SIMULTANEOUSLY. HE BEAT THEM ALL IN HALF AN HOUR

Youngest Chess Master in U.S.

At the age of 14 Robert Fischer of Brooklyn, N.Y. has already reached the top in one of the most arduous of all intellectual pastimes. He is the U.S. Open chess champion, having defeated most of the country's top adult players in the Open Championship Tournament in Cleveland this summer, and has been admitted into the exclusive company of full-fledged chess masters, the youngest American ever to achieve this.

Robert learned chess from his sister when he was 6. For seven years he quietly studied the game, playing with friends, poring over chess books in five languages which he learned just well enough to follow the moves of classic games. Last year he entered his first big tournament, the U.S. Junior Championship, and won in a walk. Today he spends every minute he can in the Manhattan Chess Club, where he takes on veterans several times his age, and with scarcely concealed relish beats them all.

Except for his chess, Robert is a normal boy who gets good grades in school. His mother, who used to worry when she saw him hunched over his chess board at home, is getting to like her new role as his manager. This winter, if the money can be raised, Robert may travel to England or Russia, where he has been invited to play in international matches.

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Headache?

Why wait for slow-dissolving tablets?

New! FIZRIN® Instant Seltzer

brings relief faster than any tablet!

Get relief the modern instant way! Fizrin Instant Seltzer is a new superfine powder, made by an exclusive patented process. Brings you a modern formulation of pain reliever and alkalizers in wonderful instant form. Fizrin dissolves instantly, is ready to take instantly, to go to work instantly.

Brings faster pain relief! Fizrin contains a pain-reliever so effective, so safe doctors everywhere prescribe it. And because of Fizrin's instant fizzing action, this pain reliever gets into your system faster—goes to work faster than any tablet to relieve headaches, muscular aches.

Always pharmacy fresh! Each dose of Fizrin is measured and foil sealed, protected from moist air. Brings you full strength, effectively fresh relief.

Fizzes as you drink! Fizrin dissolves instantly even with cold water, making a refreshing, clean-tasting drink. You're sure to enjoy the fizzing, sparkling Fizrin taste!

Fizrin also has amazingly effective alkalizing action! In Fizrin you get a brand-new compound of not one but *two* fast-working alkalizers that are most effective in neutralizing excess stomach acids which cause heartburn, sour stomach, indigestion.

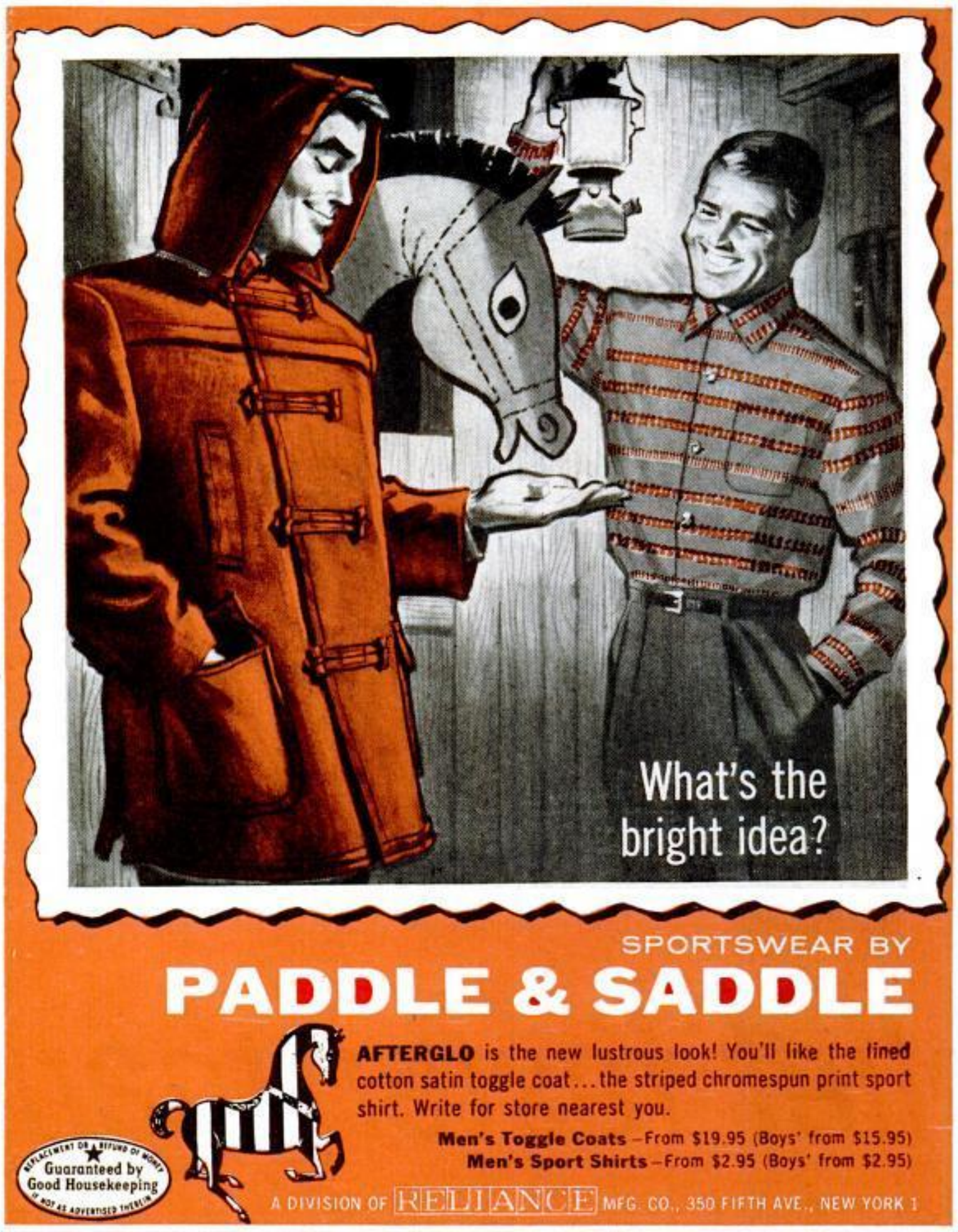
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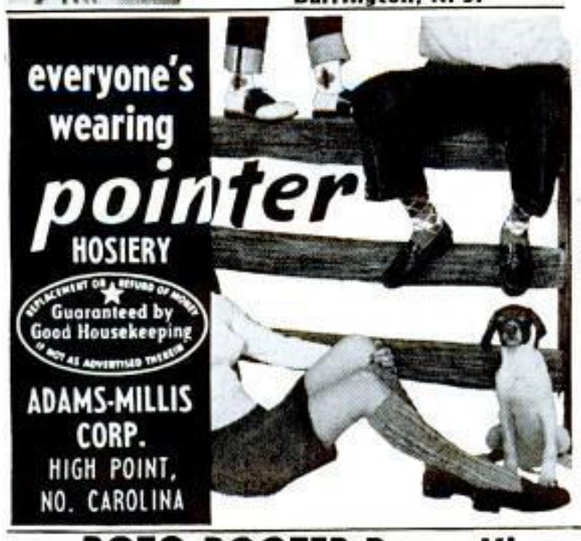
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CHESS MASTER CONTINUED









FIDGETY CHAMPION concentrates on game with Philippine junior champion Rodolfo Cardoso in a match at the Manhattan Club. Fischer played a self-confident, daring and aggressive game, but Cardoso's defense held firm and after five hours the game was a draw. Fischer won the series and a $325 prize.



MATERNAL SUMMONS to dinner in their Brooklyn apartment interrupts a problem Fischer is working out on his chessboard. Mrs. Fischer is completely certain that he can someday become world champion. "The sooner the better," she says. "Then he can get over all this and get down to some real work."

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NEW RUG TOOL with easy-glide design. Cleans stair carpet. Full floating brush picks up lint, hair instantly.



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You'll be amazed at its new quiet action. A touch of your toe turns the power on and off in this gleaming new beauty. No bending or hunting to find a hidden hand-switch.

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No need to lift or carry! Rolls everywhere on 4 rubber swivel ball-bearing wheels. And it's so light, too. A slight pull on the flexible vinyl hose and your Eureka rolls and rolls!

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Beats, Sweeps and Suction Cleans

Specially designed for easy, fast cleaning of large rugs and wall-to-wall carpet. Equipped with throw-away paper dust bag, brilliant head-light and many advanced new features. Rolls on wheels. Model 260.

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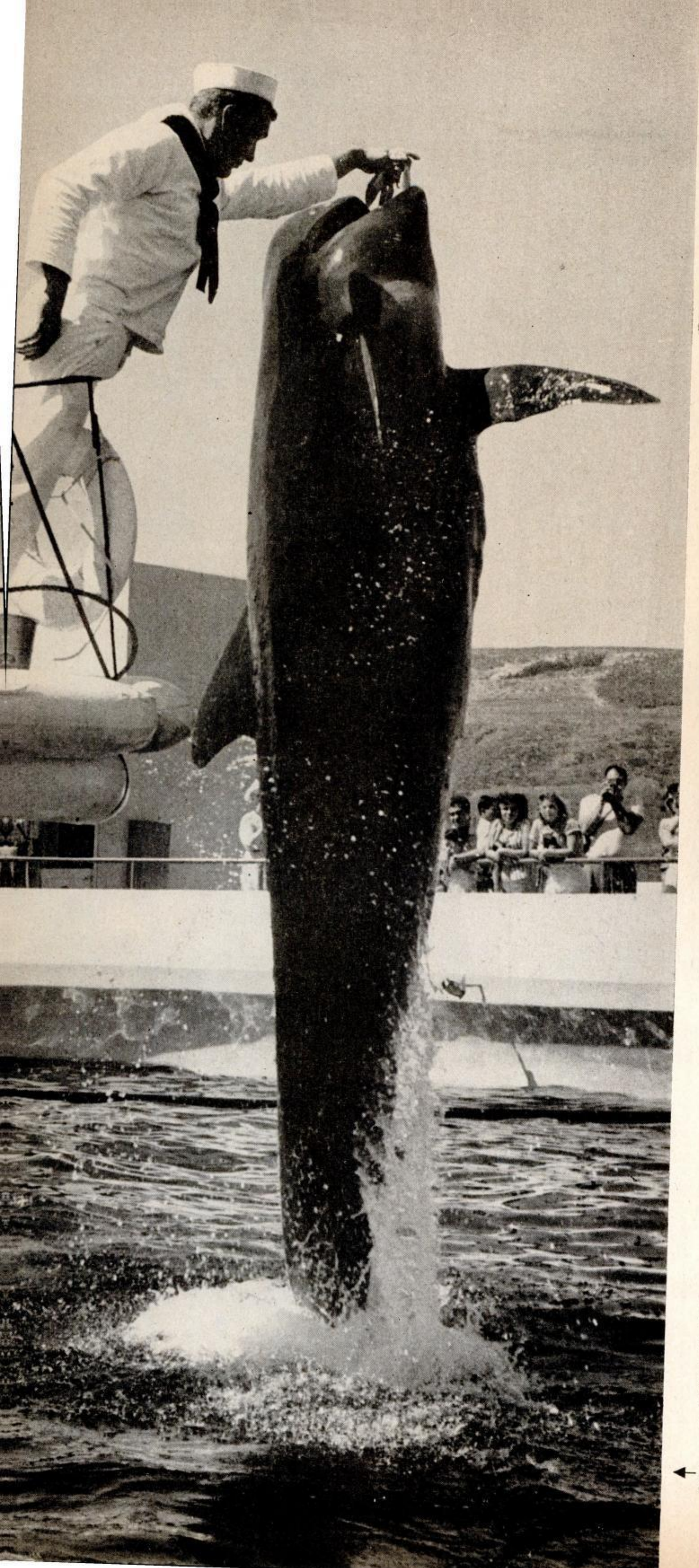
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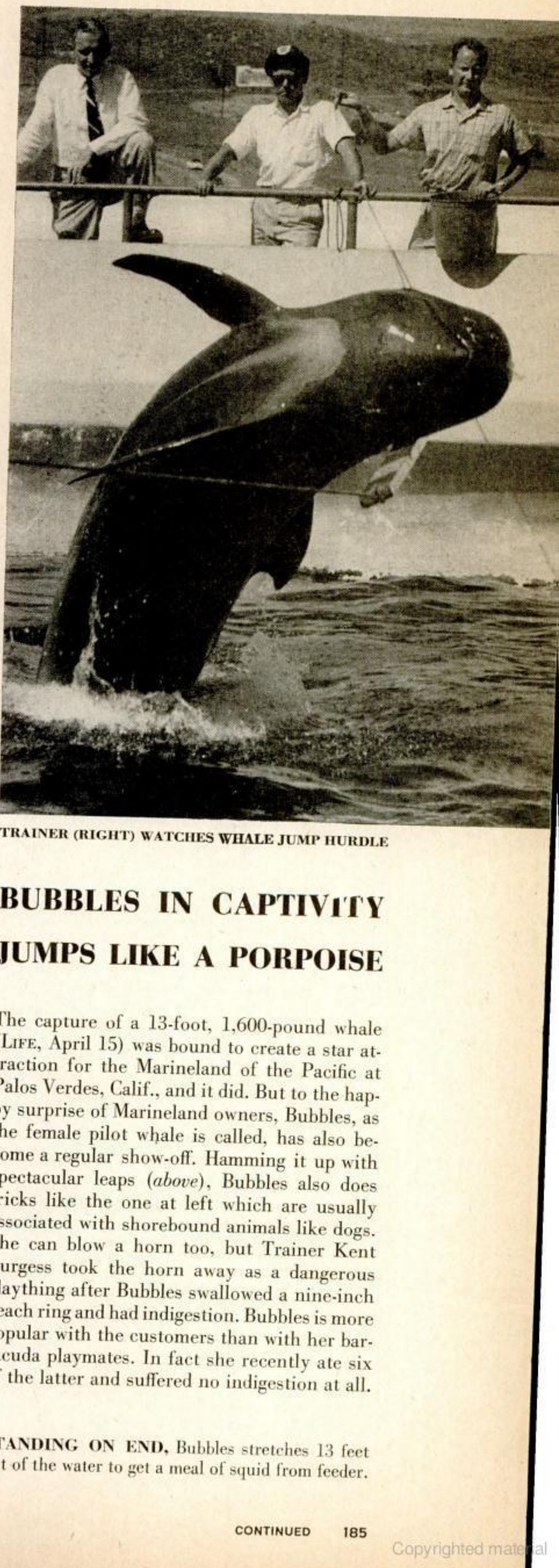
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ANIMALS

This whale is just a big ham





TRAINER (RIGHT) WATCHES WHALE JUMP HURDLE

BUBBLES IN CAPTIVITY JUMPS LIKE A PORPOISE

The capture of a 13-foot, 1,600-pound whale (LIFE, April 15) was bound to create a star attraction for the Marineland of the Pacific at Palos Verdes, Calif., and it did. But to the happy surprise of Marineland owners, Bubbles, as the female pilot whale is called, has also become a regular show-off. Hamming it up with spectacular leaps (*above*), Bubbles also does tricks like the one at left which are usually associated with shorebound animals like dogs. She can blow a horn too, but Trainer Kent Burgess took the horn away as a dangerous plaything after Bubbles swallowed a nine-inch beach ring and had indigestion. Bubbles is more popular with the customers than with her barracuda playmates. In fact she recently ate six of the latter and suffered no indigestion at all.

← **STANDING ON END,** Bubbles stretches 13 feet out of the water to get a meal of squid from feeder.

CONTINUED 185

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New parents! Grandparents! Look at this beautiful crib you can buy now at savings up to $10 . . . during Thayer's Special Event. Hardwood construction, Snap-Fast hardware, Baby Guard® hi-side design . . . decorated with adorable bunnies! In all popular finishes.

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Automatic touch-toe folding. Hardwood. Safety locks.
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Hardwood, easy folding. 10" off floor. Plastic double rail. ONLY **$15.95**



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Vinyl lined plaid. Converts to car seat.
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THAYER PLAY-A-ROUND® PEN*
A *new* world of play! Safe as mother's arms. Folds flat; portable aluminum frame, nylon netting, plastic teething rails. ONLY **$29.95**

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Gardner, Mass.

Thayer's Special Event ends October 31st. See your dealer soon. Most stores will arrange easy terms.

Prices slightly higher in Far West and Canada because of shipping costs.

51 FAMOUS PRODUCTS BY THAYER — FIRST NAME IN THE JUVENILE WORLD

Thayer TOPS FOR TOTS



MOUTHFUL OF TEETH shows when Bubbles responds to trainer's whistle, which she knows means food. Her hearing is much better than her eyesight.



RETRIEVING LIFE PRESERVER, Bubbles waits for her reward: more squid. She eats 80 to 100 pounds a day, most of it fed underwater by a diver.



NOSE CLEANING is administered by an attendant who uses mineral oil to remove white flecks that Bubbles scraped off her freshly painted feeding stand.

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PHOTOGRAPH OF SUZY PARKER BY RICHARD AVEDON

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NEW CREME
HOME PERMANENT
IN AN
APPLICATOR
TUBE

Unwinds into soft, natural-looking curls!

Just brush out and go out—no re-setting!

Here's a non-drip creme that smooths on from its own applicator-tip tube . . . no mess! Just wind, rinse and brush out . . . how easy! This wave breaks *through* the natural oil barrier to curl each strand from *inside out*—your lovely wave lasts *longer*—it's *bliss!*

No more frizz! The moment you unwind your curls brush into a silken-soft, *natural*-looking hair-do that needs *no re-setting*. Beautifully conditioned, manageable even on damp days . . . *this* is the permanent that needs no help at all, not even from hair sprays . . . it's *bliss!*

Self-neutralizing! Recap the handy applicator-tip tube, save for next wave, extra end-curls, too!

$2.00 PLUS TAX

Just wind and rinse . . .
when dry, brush out . . . it's **bliss!**

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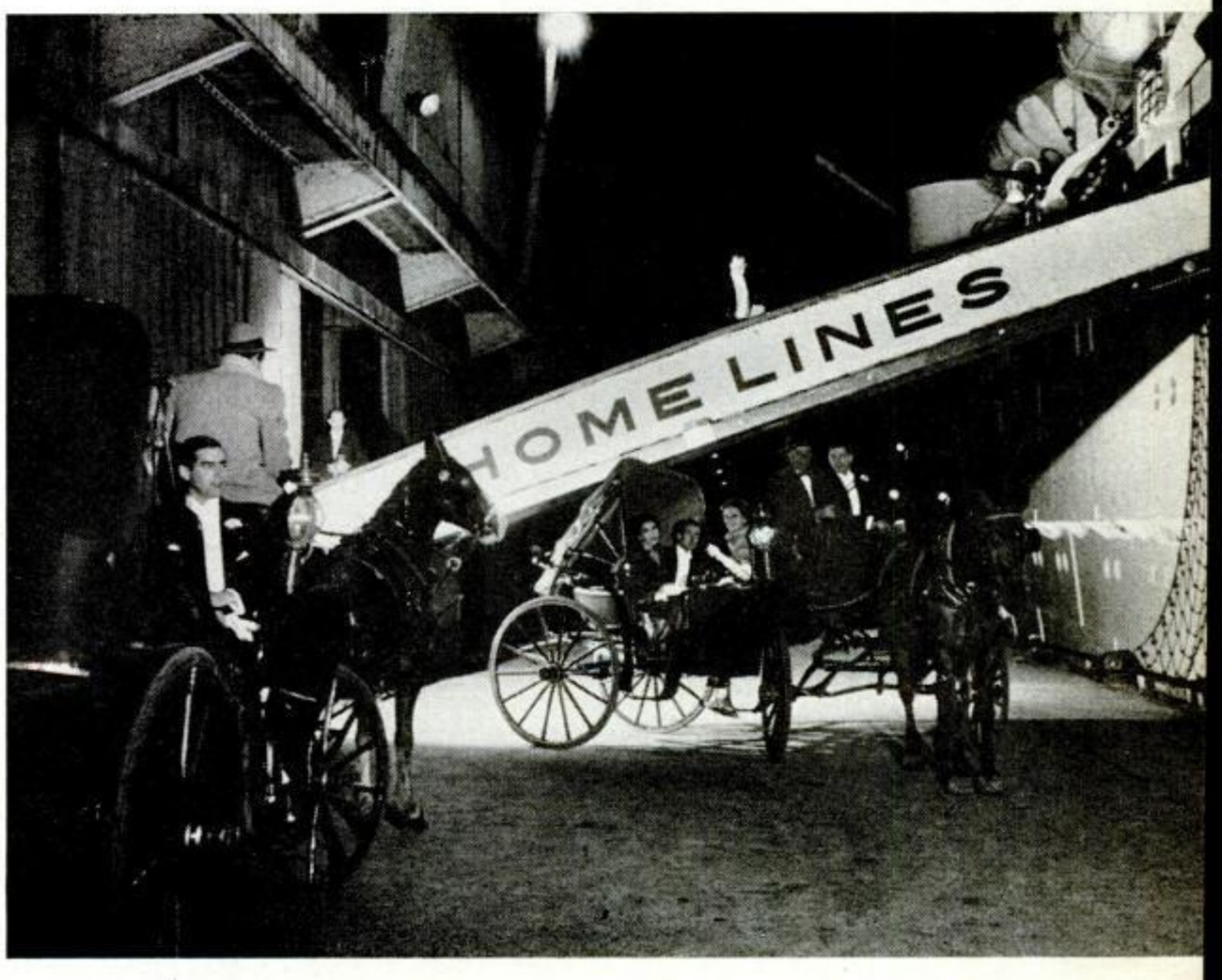
ICE ELEPHANTS DECORATED BUFFET TABLE IN THE DINING ROOM. IN THE FOREGROUND IS MRS. MALCOLM MACLEAN, CHAIRMAN OF THE BALL COMMITTEE

LAVISH SHIP BALL AT DOCKSIDE

In harbor at Montreal the liner 'Homeric' plays host to an opulent symphony party

Dozens of lavish parties have been held on the high seas aboard the 26,000-ton ocean liner *Homeric* in its three years of carrying voyagers across the Atlantic. But none has been more luxurious than one held last week while the ship was tied up in Montreal. There the ship played host to a ball sponsored by the Junior Committee of the Montreal Symphony to raise money for the orchestra. Guests, some of whom flew from London and New York, were greeted at the red-carpeted gangplank by the ship's officers, escorted to private staterooms (*next page*) to freshen up.

At 8:30 the captain led them into the dining room where a small army of 140 stewards served an eight-course four-wine dinner. Afterward there was a raffle for a cruise to the Caribbean and the guests sipped champagne and danced on deck and in the ship's three ballrooms. The last guest departed at dawn just before the first passengers began to arrive for the *Homeric*'s next voyage to Europe. The partygoers left behind them 450 empty champagne bottles, 15 lost handbags and two forgotten mink stoles.



CARRIAGE RIDES were taken between dances in Montreal's *calèches*, which drove guests for sightseeing tours around harbor. In carriage at left is Andrew Powell, son of the president of the Aluminum Co. of Canada. →

CONTINUED

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IN STATEROOM Mrs. Andrew Powell (*standing*) and Patricia Gault (*seated*), whose grandfather was the founder of Sun Life Assurance Co., freshen up.



POOLSIDE LOUNGE, with St. Lawrence River shoreline lights in background, was pleasant resting place for tired dancers despite the brisk weather.

SHIPBOARD SALUTE is given to Mrs. Robert Tilden by old friend, Donald Wolvin. His father is ex-president of Dominion Coal and Steel Company. →



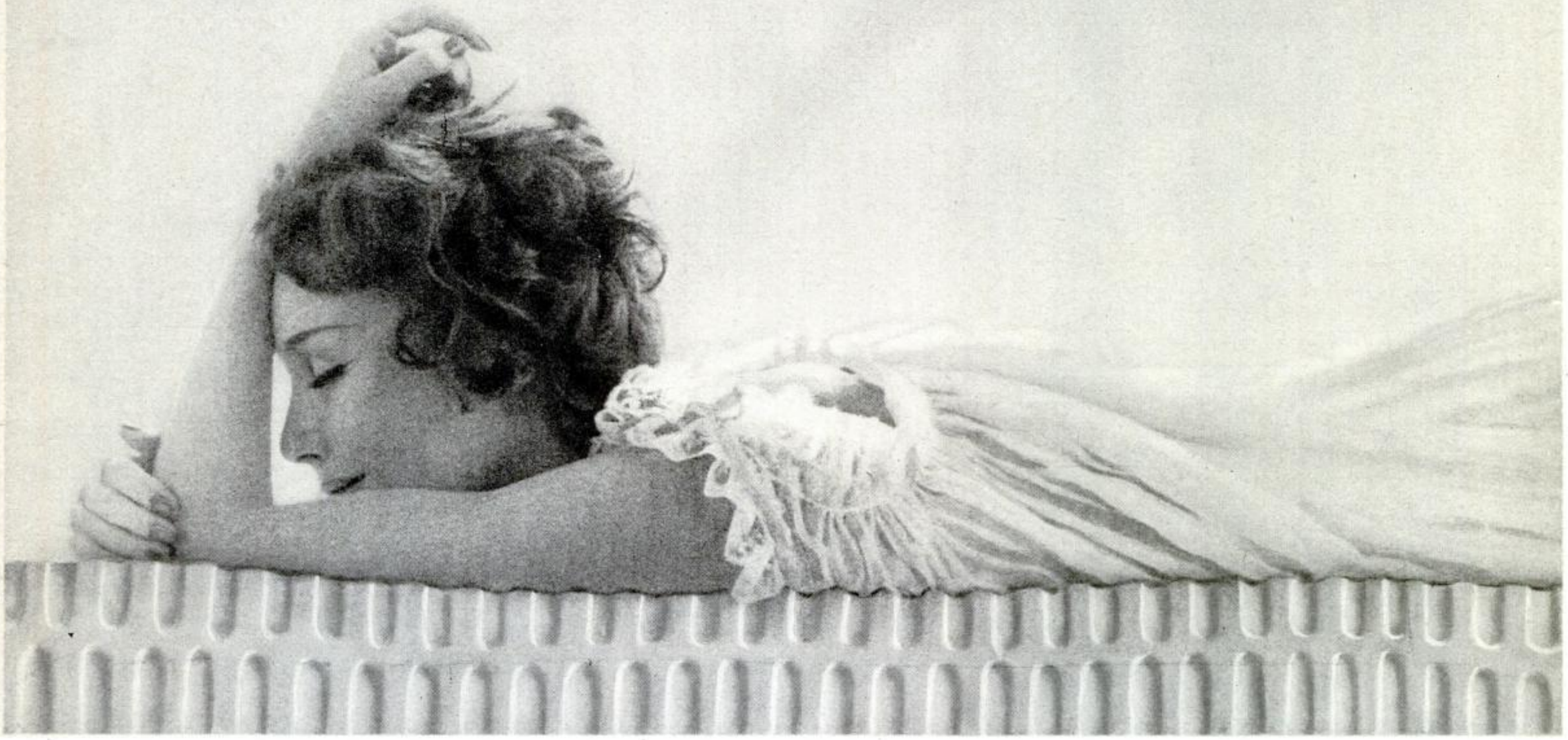
COCKTAIL CONVERSATION occupied guests in the first-class bar—from left, Mrs. Frank Trudeau, John Taylor, Gail Whitney, her fiancé, Richard Cowell, and Mrs. Terence Flood. Miss Whitney is the daughter of Cornelius Vanderbilt Whitney. She and Mr. Cowell flew up from New York just for party.



Only a U.S. Koylon Foam mattress gives you...

DOUBLE FOR YOUR MONEY

because Koylon Foam's exclusive small-core, double-core construction gives double life, double comfort and better than double support!

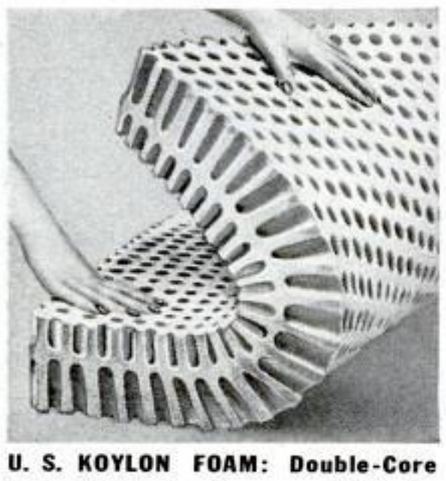


Rip the beautiful tick off a Platinum Label Koylon mattress and any other foam mattress, and you'll see the difference. The Koylon foam, *world's finest,* has hundreds of small cores, and not on one side, but on both! All the others are made with fewer big cores, and on only one side! Then bear down on both. You'll see how the single big-core foam buckles, but how small, double-core Koylon remains firm under the same pressure! Now what, you may ask, does this difference mean to you?

It means that a Koylon mattress lasts longer, much longer. That, airy as all fine foams are, Koylon is best ventilated, forever odorless. And that unlike any other foam or any other type of bedding, a Koylon does the whole job of supporting your body, leaving you free as air to rest . . . and relax . . . and sleep . . . and wake refreshed as you never have before. Go see your Koylon dealer now, and ask for *double-core* Koylon that gives you *double for your money.* You'll thank us.



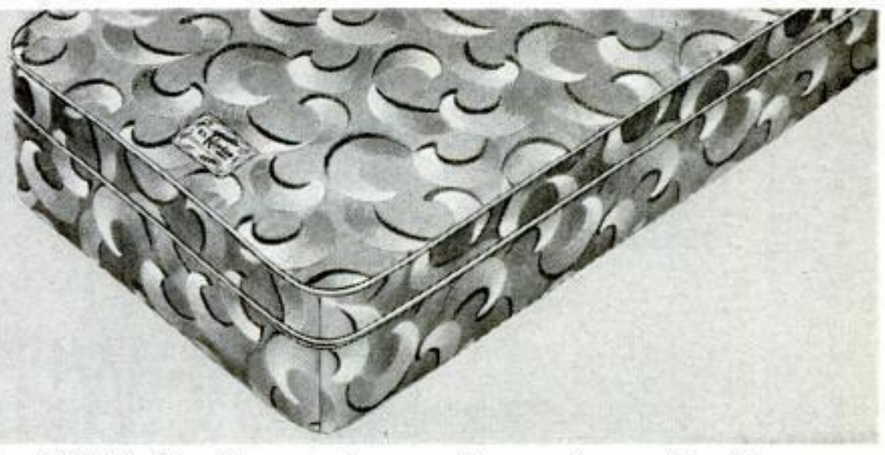
ORDINARY FOAM: Single-Core foam that buckles under the pressure of your body weight.



U. S. KOYLON FOAM: Double-Core foam that stands up and firmly supports your full body weight.

Platinum Label

U.S. Koylon® FOAM



Everyone can now afford the world's finest bedding. U.S. Koylon Foam mattress and boxspring combinations are made today in a wide range of styles and sizes, at new low prices. Don't lose a night's precious sleep. Ask for U.S. Koylon Foam. Insist on U.S. Koylon Foam. Sets bearing this famed name are now priced 89.50 and up.

United States Rubber

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MAN WITH ALL HIS MARBLES

Thirty-one years ago, when he was 37, William J. ("Uncle Billy") Gray, a Dallas street cleaner, began collecting marbles casually as he went about sweeping up after the town's youthful aggie shooters. The collecting bug bit him hard when, noticing a neighbor's wonderful birdbath studded with hundreds of marbles, he decided to make one for himself. He saved assiduously and fellow sweepers helpfully added to his hoard. But somehow, over the years, Gray's obsession has gotten the better of his objective. He keeps saving but, though he now has 67,000 marbles (all assembled for this picture) rattling around his house, he has not built a single birdbath. "I may one of these days," he says, perhaps when he retires in 1959.

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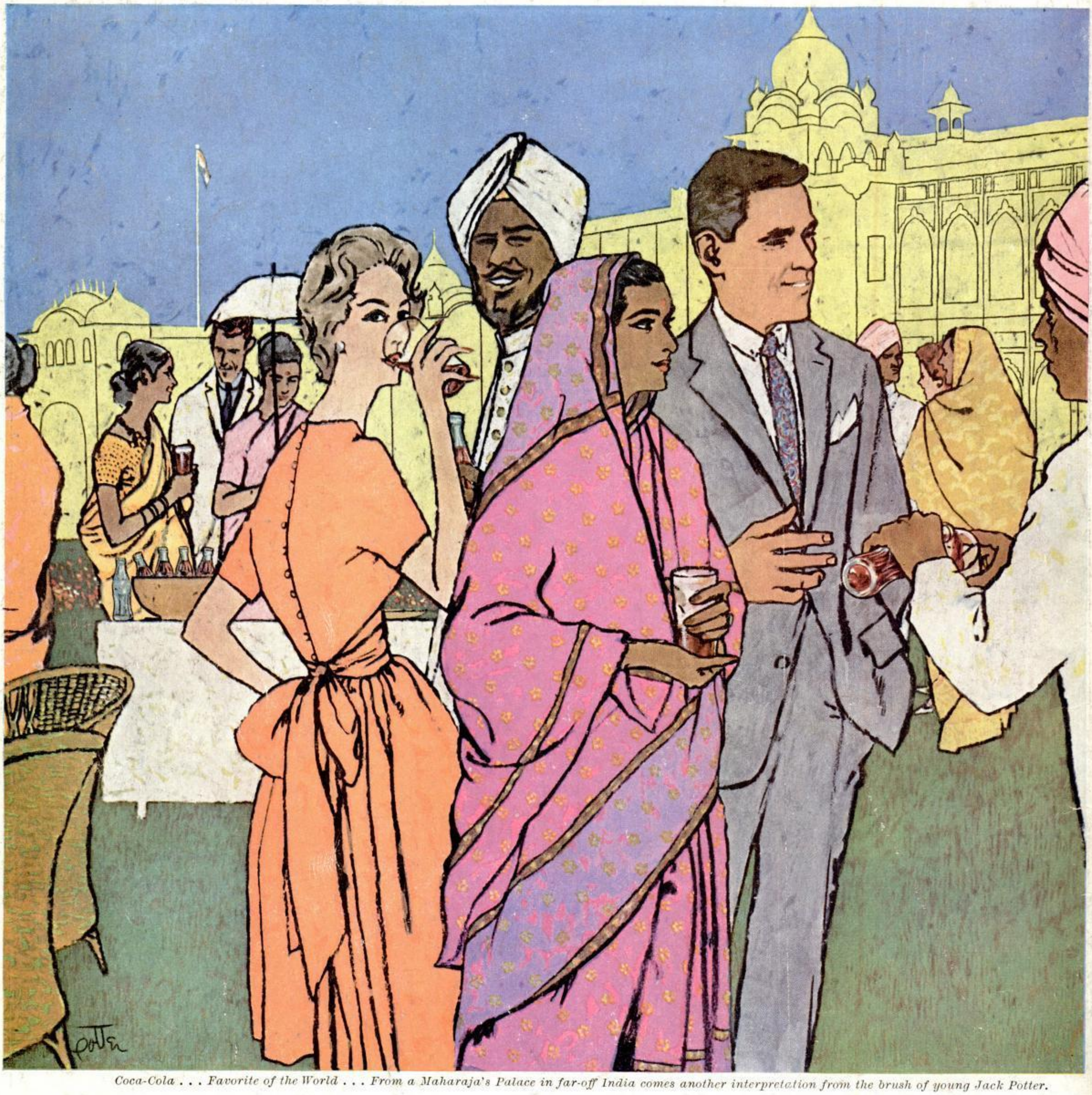


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